APRIL 16, 1956 35c PER COPY

BROADCASTING TELECASTING

SPECIAL NARTB CONVENTION ISSUE

NEW SPOT BILLINGS FOR TELEVISION Page 45

IN THIS ISSUE:

TOM TINSLEY
President

R. C. EMBRY
Vice President

IRVIN G. ABELOFF
Vice President

announce the formation of

Select Station Representatives

under the direction of

MR. ZANG GOLOBE

assisted by

MR. ALBERT SHEPARD

Exclusive national representatives in
New York and Philadelphia for

W-I-T-H
Radio, Baltimore

WLEE
Radio, Richmond

WXEX-TV
Serving Richmond, Petersburg & Central Virginia

SELECT STATION REPRESENTATIVES
400 Madison Avenue, N. Y. 17 • Phone Plaza 8-1850

25TH year

PULSE SURVEY AGAIN PROVES KVTV DOMINANT SIOUX CITY STATION

Latest Telepulse Survey in Sioux City, Iowa (Feb. 11 through Feb. 17, 1956) shows the lowest cost-per-thousand way to reach the 204,500 well-to-do families in the rich Siouxland market.

KVTV Channel 9	All of the top 23 shows.
KVTV Channel 9	46 of top 50 shows.
KVTV Channel 9	All of the top 32 local, live shows.
KVTV Channel 9	34 of top 35 network shows.
KVTV Channel 9	9 of the top 10 Syndicated Shows.
KVTV Channel 9	65% Share of Audience 7 to noon, Monday to Friday.
KVTV Channel 9	69% Share of Audience 6 to midnight Saturday.
KVTV Channel 9	73% Share of Audience noon to 6 Sunday.

Whether it's Network, Local or Syndicated—
KVTV is Sioux City's *Dominant* Station
See your Katz Man for Availabilities

CBS • ABC

KVTV Channel 9

SIOUX CITY, IOWA

A Cowles station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, Advertising Director.

882,100
Population

$1,295,476,000
Spendable Income

PROOF THAT TERRE HAUTE IS A LARGE MARKET!

CBS TELEVISION | NBC | ABC

108,000 *unduplicated* CBS-TV homes

TERRE HAUTE, INDIANA channel 10 **WTHI-TV**

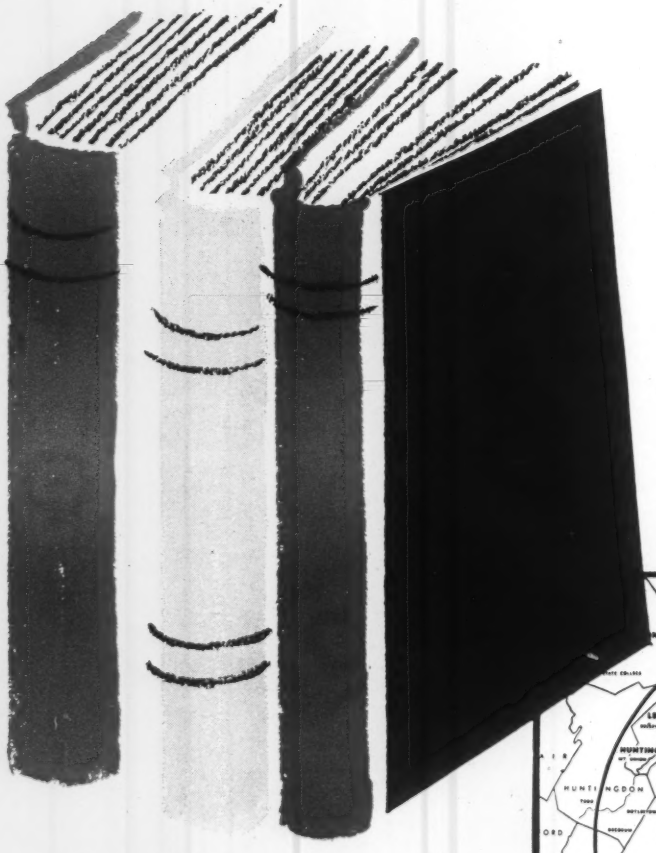
REPRESENTED NATIONALLY BY THE BOLLING, CO., NEW YORK — CHICAGO

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

serving its many communities through educational programs

WGAL-TV

Lancaster, Penna. NBC and CBS



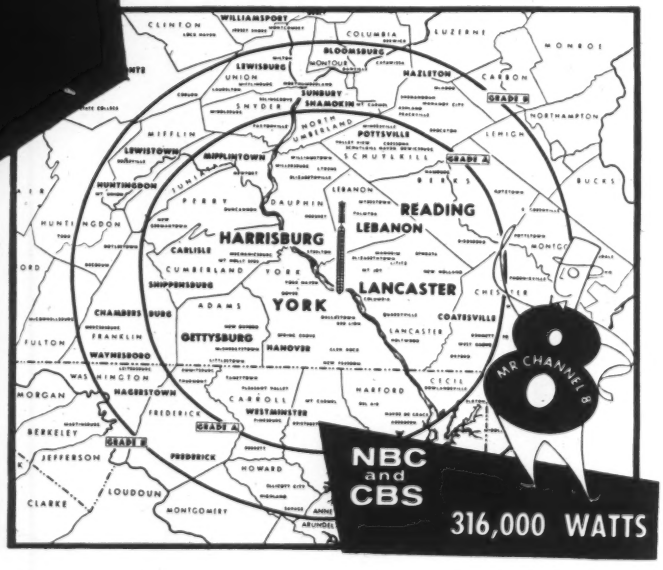
Working with leading colleges, WGAL-TV has developed daily programs designed to stimulate and inform viewers at all age levels. These educational telecasts are designed to serve audiences in the many cities of the WGAL-TV Channel 8 area.

STEINMAN STATION
Clair McCollough, Pres.

COLLEGE OF THE AIR
Monday through Friday

Monday	THE PHILOSOPHY OF LIVING Penna. State Teachers College, Shippensburg Lycoming College, Williamsport
Tuesday	GENERAL SCIENCE Elizabethtown College, Elizabethtown
Wednesday	THE 3 R'S—MODERN STYLE Penna. State Teachers College, Millersville
Thursday	NEW BOOKS OF SIGNIFICANCE Franklin and Marshall College, Lancaster
Friday	TODAY'S WORLD Lebanon Valley College, Annville

CHANNEL 8 MULTI-CITY MARKET



Representatives:

MEEKER TV, INC.

New York Chicago Los Angeles San Francisco

closed circuit®

CRAVEN TO FCC? • Is former FCC Comr. T. A. M. Craven being considered for his second appointment to FCC—vice Comr. E. M. Webster, whose term expires June 30? Security checks on both Messrs. Webster and Craven were being made last week. Mr. Craven, Democrat, served on FCC from 1937-44, having previously been chief engineer, and is regarded as one of world's foremost allocations experts. He resigned to enter private practice and is now with engineering firm of Craven, Lohnes and Culver. He lives in Virginia.

B•T

APPOINTMENT of Comdr. Craven to FCC would be no reflection on incumbent Comr. Webster, who has served since 1947 and is eligible for retirement, both as Coast Guard commodore and as civil servant. Comr. Webster would accept reappointment but isn't campaigning for it. He is labelled "Independent" politically and this may have bearing on administration attitude. Democrats have insisted that post be filled by one of their party. Appointment is for seven years. Comr. Webster's background also is engineering and he is recognized internationally as expert in common carrier-safety of life and similar technical allocations matters. Comr. Webster is 67; Comdr. Craven is 63.

B•T

Q AND MAYBE A • Senate Commerce Committee network affiliate questionnaire, sent to all affiliated tv stations last week, appeared certain to stir up controversy at network-affiliates meetings at NARTB convention in Chicago this week. Numerous telecasters felt many of questions were dangerous and perhaps improper and were disposed to consult their attorneys. Fact that letter of Chairman Magnuson requested response by May 7 also was branded unreasonable in view of scope. FCC Special Network Study Committee had been asked to cooperate in questionnaire, but declined presumably because of its own inquiry, but probably because it didn't see eye-to-eye with Senate committee staff.

B•T

DURING recess in Senate Commerce Committee hearing on uhf-vhf ills, committee communications expert Nicholas Zapple and counsel Kenneth Cox made "quiet" flying trip to Hollywood last week for talks with independent tv film producers to corroborate explosive testimony of Richard Moore, manager of KTTV (TV) Los Angeles, that current network policies are stifling competition and stunting growth of new film program sources in violation of antitrust laws [B•T, April 2]. Senate duet saturated themselves with film industry background before leaving Saturday for Chicago and NARTB convention. They found producers full of information but reluctant to repeat it in public hearing.

COUNTING SPOTS RECOUNT? • Recognizing desirability of revising FCC license renewal form (303) as urged editorially in B•T ("That Renewal Quandry," April 9), May 15 meeting has been called of industry group with Budget Bureau and FCC. Ben Strouse, WWDC Washington, chairman of Committee on Radio and Television Broadcasting of Advisory Council on Federal Reports, issued call to broadcaster group after consulting David Cohn, Budget Bureau executive, and ascertaining that FCC stood willing to listen. Form, which requires stations to count spot announcements in each 15-minute segment, also covers purported program "imbalance" and overall evaluation of commercial versus sustaining operation. B•T's contention was that form, last revised in 1947, is outmoded and unrealistic.

B•T

TO AVOID misunderstanding as to where it stands, Democratic National Committee last Friday notified all networks it will seek equal time if President Eisenhower is granted free time for his planned farm bill veto message, request for which reportedly had been made for Wednesday evening. Jack Christie, tv and radio director of DNC, is understood to have telephoned all networks on committee's position.

B•T

ENTER COLOR • Fact that General Electric Co. will begin color tv set production, using RCA 21 inch color picture tubes, has been established, but extent and magnitude of production is clouded. Dr. W. R. G. Baker, GE vice president, verifies that company has ordered "small number of tubes," perhaps several thousand, but high RCA source indicates order is for 10,000, which at $100 each means million dollar commitment. Company also is working on its own tube development (see story, page 78, editorial, page 174).

B•T

LOOK for FCC to "move fast" on tv allocations upon its return next week from NARTB convention. Nothing definite yet, but in light of ODM-military's unequivocal turndown on additional vhf space, indications are FCC will move toward limited and highly selective deintermixture. This will entail further rulemaking but proposal is still to go ahead with pending cases and other areas that would be deintermixed to keep situation "fluid and flexible." FCC also will try to encourage manufacturers to upgrade uhf through "crash" development program without regard to immediate expense.

B•T

STORER IN SALEM • Storer Broadcasting Co. ready to take over permit for ch. 3 KSLM-TV Salem, Ore.—if several conditions are met. They are: that Supreme Court uphold lower court decision overturning FCC right to set numerical limitations on station ownership; that FCC grant pending KSLM-TV 1954 application to move transmitter site nearer Portland, Ore.; that FCC approve Storer's relinquishing ch. 27 KPTV (TV) Portland. KSLM-TV application to move transmitter site from present location (not yet built) 5.5 miles northwest of Salem and 44 miles southwest of Portland to 35.5 miles northeast of Salem and 22.4 miles southeast of Portland designated for hearing on objections of KPTV and KOIN-TV Portland. Consideration for vhf facility will be, if approved, expenses of Glenn E. McCormick in securing uncontested grant plus repayment for land acquisition.

B•T

FORMER FCC Comr. Robert F. Jones understood to be handling Storer Broadcasting Co. Washington representation in number of matters, including upcoming Portland-Salem, Ore., situation (see above). Mr. Jones, before serving on FCC (1947-52), was for decade Republican Congressman from Ohio.

B•T

SUMMER DELAYS • Mutual will discard practice of last six or seven years of summertime playbacks to standard time stations this year, except usual delay servicing to Mountain and Pacific zones. Reason for change is network's loss on service because number of network commercial hours have dropped. Since costs for delayed broadcast are shared on pro-rated basis, some affiliates have balked at continuation of practice. Stations which still wish delay in broadcast will use own equipment. Exception to policy will be made if client demands specific time-delay by stations of its sponsored program.

B•T

IT'S regarded as 50-50 bet at moment that Elgin National Watch Co. will renew alternate week sponsorship of Edward R. Murrow's Person to Person *on CBS-TV when present contract runs out. Elgin is said to be gratified with ratings, but shift of agencies (from Young & Rubicam to J. Walter Thompson Co.) could be important factor on renewal decision and other media plans, though change isn't effective until July 15.*

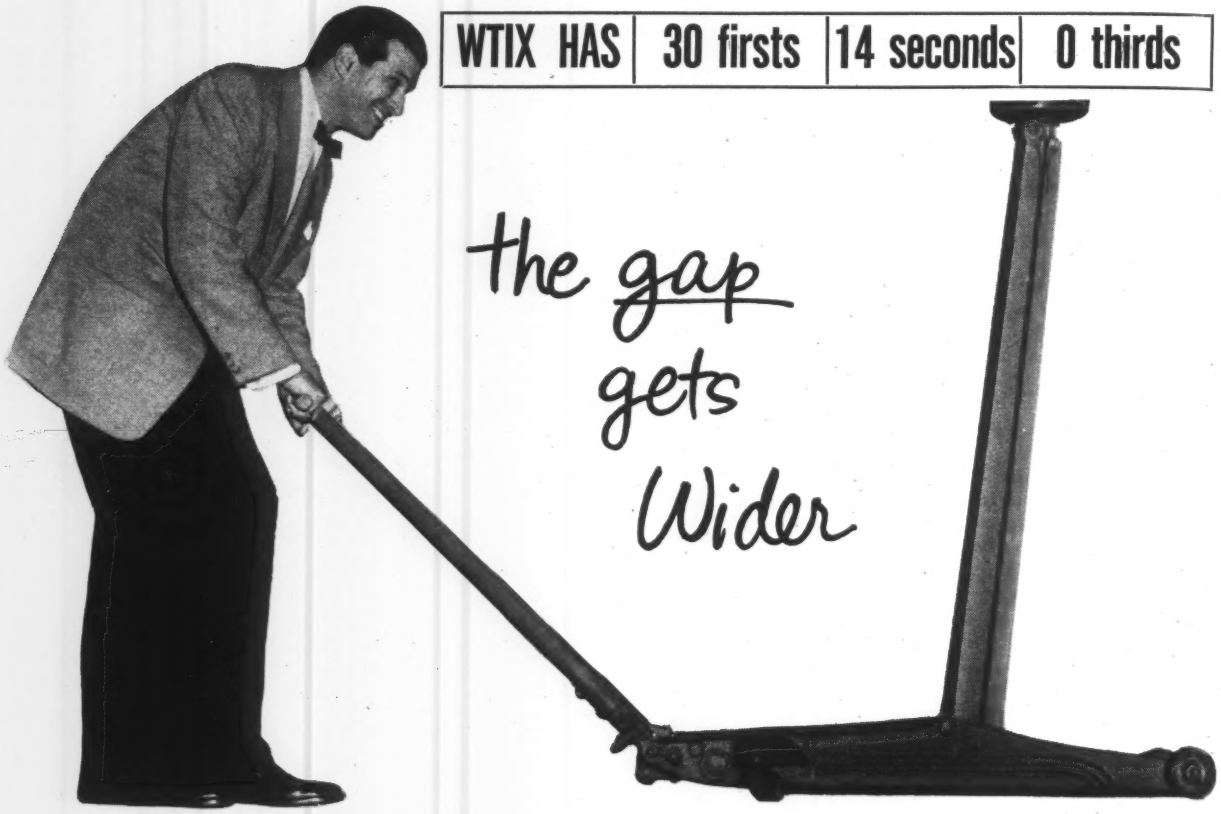
B•T

ENTERING THE RING • Next big opposition to Daytime Broadcasters Assn. petition for more hours of broadcasting—in mornings and at night—will come from Westinghouse Broadcasting Co. WBC owns Class 1-A's KDKA Pittsburgh and KYW Cleveland, Class 1-B's WBZ Boston, WOWO Fort Wayne and KEX Portland, Ore. It also owns Class II station WBZA Springfield, Mass. It will join Clear Channel Broadcasting Service and group of regionals which have already filed objections to DBA petition (see story, page 92).

New quarterly Hooper* documents
WTIX's increasing leadership in New Orleans

Out of 44 quarter hours in the average radio day...

WTIX HAS	30 firsts	14 seconds	0 thirds



STATION "A" HAS	13 firsts	14 seconds	5 thirds
STATION "B" HAS	1 first	5 seconds	15 thirds

If you like your numerals bigger . . . multipy everything by 5 days, and you see that:

WTIX is first in 150 out of 220 weekly quarter hours, second in 70, third in none. This time three months ago, WTIX had 115 firsts, 95 seconds, 10 thirds.

Latest audience index shows WTIX jacked its average to 23.8% while the 2nd station dropped to 17.6% and the 3rd station went back to 11.1%**

New Orleans has changed! How wide is the gap between New Orleans as you knew it, and as it is today? Be updated by Adam Young, or WTIX General Manager Fred Berthelson.

**Hooper Continuing Measurement of Broadcast Audience, Jan.-March 1956*

***Hooper average share of audience, 7 a.m.-6 p.m., Mon.-Fri., Feb.-Mar. 1956*

the new WTIX
New Orleans 16, La.

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

NO HOPE FOR MILITARY VHF CHANNELS, ODM SAYS IN DENYING FCC REQUEST

HOPE that military might give up some of its vhf space to tv was completely extinguished Friday when Office of Defense Mobilization issued negative statement (early story page 90).

Reason for turn-down? Military can't spare any vhf space. In fact it was strongly implied that military needs additional vhf bands.

Reasons given by ODM related to classified national defense requirements (guided missiles, radar, earth satellites were mentioned) as well as needs of air navigation and communications. Also barrier, ODM pointed out, was question of costs in moving existing users and time element in finding new space for them.

"When the present allocations were internationally adopted in 1947," ODM said, "(predicated on the assumption of a long period of peace devoid of international tension) it was even then difficult to satisfy the minimum needs of all the radio services in the bands below 300 mc. It is even more difficult today. . . . The balance between civil and military allocations now in force must be evaluated in the light of: (1) the high percentage of space between 50 and 300 mc already allocated to broadcasting; and (2) the increased reliance which the military, due to the advent of the 'cold war' in 1948, have necessarily placed and will have to continue to place on the use of vhf frequencies. . . ."

In discussing possible military need for additional vhf space, ODM said: "The rapidly developing requirements for the use of ionospheric scatter circuits for national security and other purposes may displace operations now carried on between 40 and 60 mc."

Request for ODM help in surveying spectrum to see if additional vhf channels might be available for tv was made by FCC Chairman McConnaughey in October 1955. Special *ad hoc* group was established in November to make survey, comprising Maj. Gen. Jerry V. Matejka, USA (Ret.), chairman, and Mr. McConnaughey, George T. Moore, Commerce Dept., and George B. Larkin, Defense Dept. In December, technical group went to work on details. It comprised FCC representatives Edward W. Allen Jr., chief engineer; A. L. McIntosh, assistant chief engineer, and James E. Barr, Broadcast Bureau assistant chief, and representatives of Defense Dept. and Commerce Dept.

Ted Bates Top Agency In Spot Tv Billing—TvB

TED BATES was advertising agency placing most spot tv business during fourth quarter of 1955, Television Bureau of Advertising reported Friday (for leading advertisers in spot tv during same period, see earlier story, page 48). TvB's list of top 10 agencies in tv spot expenditures, in rank order: Ted Bates, Leo Burnett, McCann-Erickson, BBDO, Dancer-Fitzgerald-Sample, Benton & Bowles, Young & Rubicam, J. Walter Thompson, Compton and Cunningham & Walsh.

TvB's new spot billings report will be presented Wednesday at 3:30 p.m. at special TvB session of NARTB convention in Conrad Hilton Hotel. NARTB and TvB have invited all agencies and advertisers in Chicago to join broadcasters at that session.

Hillbilly Singers Buy Stations In Kentucky, Tennessee

COUNTRY music stars Ernest Tubb and Hank Snow (*Grand Ole Opry*) and William R. McDaniel (WSM Nashville promotion manager) have bought WTCW Whitesburg, Ky., and WHBT-AM-FM Harriman, Tenn. Transaction, handled by Blackburn-Hamilton brokers, is in name of Folkways Broadcasting Co. of Kentucky and Tennessee.

Folkways is owned 40% by Mr. McDaniel, 40% by Mr. Tubb and 20% by Mr. Snow. WTCW, 1 kw day on 920 kc, bought from Kenneth J. Crosthwait for $95,000. WHBT, 250 w on 1230 kc, bought from F. L. Crowder for $80,000. Mr. McDaniel will manage both stations following FCC approval.

FCC Not Satisfied On Lar Daly Candidacy

FCC has told "splinter" candidate Lar (America First) Daly—who has been claiming equal rights on radio-tv networks to answer President Eisenhower's Feb. 29 nationwide speech announcing his availability for the Republican nomination—that he hasn't made "an unequivocal showing sufficient to permit" the conclusion that he is a "legally qualified" candidate. In April 11 letter (made public Friday), Mr. Daly was told by FCC Chairman McConnaughey that his *bona fides* were so confusing Commission was unable to say definitely whether or not he is, in fact, candidate for Republican nomination for President.

FCC said Mr. Daly qualified on Illinois ballot, but that he had advised state authorities he was no longer candidate; that he was also candidate for Republican nomination for Illinois governor; that although he claimed that he was or would be candidate in other states' primaries for GOP presidential nomination, "in various ways including your stationery" he appeared to support Douglas MacArthur and Sen. William E. Jenner (R-Ind.) for nomination.

In discussing background of Mr. Daly's complaint, FCC said that where there was a question raised regarding qualifications it was "incumbent on claimant to make showing he is a 'legally qualified candidate'." This Mr. Daly has failed to do, Commission said.

At one point last week, Mr. Daly was ready to hop plane to Washington to address Wednesday Commission meeting. He was dissuaded from this course when told by FCC General Counsel Warren E. Baker that Commission meetings were closed sessions.

Mr. Daly received some 10,000 votes for GOP nomination in Illinois primary last week (see story, page 94).

• BUSINESS BRIEFLY

PLEASED, EXPANDS • Obviously pleased with use of radio-tv spot announcements to promote sales of Imperial margarine, Lever Bros., N. Y., which has bolstered schedule from a few test markets last fall to current 60-70 radio-tv stations in Northeast and Midwest, is planning expansion of markets for Imperial throughout coming year to include Southwest and Far West. Agency: Foote, Cone & Belding, N. Y.

KAISER IN MARKET • Kaiser Aluminum & Chemical Corp., through Young & Rubicam, N. Y., looking for prestige dramatic television show to start next fall. Advertiser is dickering with all three television networks.

TAKES 'JOURNEY' • Ralston-Purina Co., St. Louis, through Guild, Bascom & Bonfigli, San Francisco, expected to sponsor new show, *Journey*, on ABC-TV, Mon., 7-7:30 p.m., starting July 16.

DEMOS BUY ON ABC-TV • Stevenson-for-President Committee (N. Y. State), purchased April 25 9-9:30 p.m. EST period on ABC-TV for coverage of $100-a-plate fund-raising dinner for Mr. Stevenson at Waldorf-Astoria Hotel, N. Y. Agency: Norman, Craig & Kummel, N. Y.

COFFEE CAMPAIGN • General Foods (regular Maxwell House coffee), N. Y., placing radio-tv spot campaign in number of major markets effective April 25 to May 18. Benton & Bowles, N. Y., is agency.

FORD CAR DEBUT • Lincoln-Mercury Div. of Ford Motor Co. to introduce new car, buying three-week radio spot announcement campaign starting May 7 in nearly 60 markets. Kenyon & Eckhardt, N. Y., is agency.

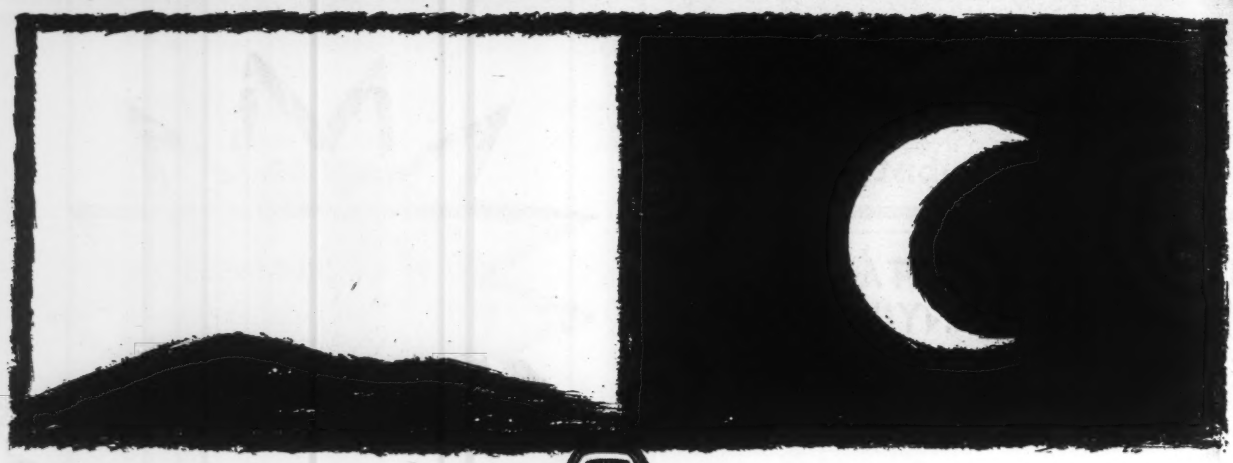
STUCK ON TV • American Chicle, N. Y., through Ted Bates & Co., N. Y., buying television spot announcements in about 70 markets, starting this month and continuing through end of June.

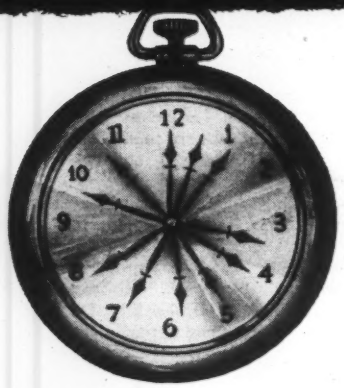
SHINES TO RADIO • Simoniz Co. (Simoniz Body Sheen), Chicago, preparing radio spot announcement campaign in 70 markets, starting May 14 for 17 weeks. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

DERBY COVERAGE • Gillette Co., Boston, through Maxon, N. Y., sponsoring CBS Radio and CBS-TV coverage of 1956 Kentucky Derby, May 5, 5:15-5:45 p.m. EST.

Sarkes-Tarzian Files for V

SARKES-TARZIAN Inc., Bloomington, Ind., radio-tv equipment manufacturer and station owner (WTTS-WTTV [TV] Bloomington), has filed application with FCC for ch. 13 Bowling Green, Ky., planning 95.6 kw visual power and antenna height 699.5 ft. above average terrain. Firm, which listed total assets in excess of $8 million, proposes to spend $266,000 for construction, $200,000 for first year operation and anticipates revenue of $230,000.





every minute of the day...

Regional Radio WOW (Omaha) is 1st*

*Source: Nov. 1955, Pulse Area Report

WOW beats the 2nd station 2½ to 1
(Monday thru Friday, 6 AM - 6 PM)

In the 91-county area (with 514,600 radio families!) WOW has MORE listeners in ALL 502 quarter-hours of the broadcast week than any of the 63 other stations!

FRANK P. FOGARTY
Vice President &
General Manager

BILL WISEMAN
Sales Manager

JOHN BLAIR & CO.
Representatives

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR-TV, INC.

MEREDITH *Radio and Television* STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

WCYB Wins Final Grant In Bristol Ch. 5 Contest

BY 5 to 2 vote, FCC Friday awarded ch. 5 at Bristol, Va.-Tenn., to Appalachian Broadcasting Corp. (WCYB Bristol), denying competing application of Tri-Cities Tv Corp. (WOPI-AM-FM Bristol, WKPT-AM-FM Kingsport, Tenn.). Grant supports initial decision issued over year ago [B•T, Feb. 7, 1955]. FCC Chairman George C. McConnaughey and Comr. John Doerfer dissented from Commission grant, voting for Tri-Cities.

WCYB was accorded preferences in ownership-management integration and diversification of mass communications media, the latter because Tri-Cities was found to have heavier concentration of media interests (principals owning 92.3% of the only Kingsport newspaper [*News-Star*]). Tri-Cities was favored over WCYB with respect to diversification of business interests of its principals.

RKO Radio Pictures Sets New Tv Film Service Unit

RKO RADIO PICTURES, motion picture division of Thomas F. O'Neil's RKO Teleradio Pictures Inc., Friday announced establishment of major film service unit to function in both Hollywood and New York and which will "compete vigorously to serve every branch and segment of the tv industry in the production of all types of television films." Production of RKO films will not begin immediately, but facilities are being offered other producers.

Charles L. Glett, RKO Radio Pictures executive vice president, Hollywood, said decision was made as result of surveys which had been made and discussions which were held in New York during past several weeks.

"We will service the wants and requirements of television producers, advertising agencies, sponsors and others," Mr. Glett said.

Fred Ahern was appointed supervisor of tv operation, Mr. Glett said. Mr. Ahern has been RKO studio production coordinator and previously was director of operations at CBS-TV Hollywood. Mr. Glett formerly was vice president in charge of network services at CBS-TV Hollywood.

BIG ORDER

"DOLLARS AND CENTS" value of Radio Advertising Bureau's "Radio, Best of the Big Four" sales session Thursday afternoon during NARTB convention in Chicago being pointed up by RAB "purchase" of two hours of "personal time" from each convention registrant. Three-piece, direct-mail campaign is to greet each registrant with "request for time availability," followed by "confirmation of order" and finally "commercial order" (all repeating time and place of meeting —2:45 p.m.—Willford Room, Conrad Hilton).

Haas Queried on Political Leanings in Seattle Hearing

INTIMATIONS of "leftist" leanings were introduced in Seattle ch. 7 case, reopened last week for inquiry into activities of Saul Haas during association with *Seattle Union Record* (AFL publication) during late '20s [B•T, March 19]. Mr. Haas is president of Queen City Broadcasting Co. (KIRO Seattle), favored for grant in hearing examiner's initial decision.

Attorneys for KXA Seattle and Puget Sound Broadcasting Co.—competing applicants—asked Mr. Haas whether or not, during his tenure with *Record*, newspaper editorially campaigned against capitalism and followed a pro-"leftist" line. Mr. Haas started working for newspaper in 1921 and was minority owner-general manager from 1925 until 1928, when paper folded.

Earlier in week, Mr. Haas received Peabody Award for his contribution in combatting communism through the operation of KIRO (see story, page 143).

PEOPLE

VICTOR H. BICKEL, division manager, Unity Television Corp., N. Y., for past five years, and **AL WALLACE,** recently president of his own organization, Al Wallace Productions, N. Y., and previously with NBC and CBS in merchandising posts, have joined sales development staff, National Telefilm Assoc., N. Y.

ROLAND W. McKITRICK and **EVERETT M. NELSON,** account executives, A. C. Nielsen Co., Chicago, elected vice presidents in rating firm's broadcasting division, it was announced Friday. Both have been with Nielsen since 1942.

GEORGE G. McCONEGHY, former controller, Langevin Mfg. Co., to Allen B. DuMont Labs as assistant controller, reporting to Controller Donovan H. Tyson.

WILLIAM G. BESS, formerly copywriter at Hixson & Jorgenson, L. A., and veteran of 23 years in advertising-sales, to similar post at Erwin, Wasey & Co., same city.

GEORGE W. KUPPER, account executive of Wm. G. Rambeau Co., radio representative, elected vice president of company.

WSPA-TV Asks for Go-Ahead

STILL awaiting appellate court ruling on two-week-old stay argument, WSPA-TV Spartanburg, S. C., ch. 7, Friday asked FCC for special permission to begin regular commercial operation April 20. Station has announced it has 12-bay antenna already mounted and connected on disputed Paris Mt. site, 25 kw transmitter and transmission lines in place, and AT&T interconnection for CBS network programs completed. WSPA-TV's move of transmitter site to Paris Mt. has been subject of court litigation for two years. Protesting move are uhf stations WAVL (TV) Greenville, and WAIM-TV Anderson, both S. C. Request for second stay in case argued March 29, but court has not yet ruled.

Estes-Adlai Offered Time

FULL HOUR of prime time without charge, Saturday, May 12, 8-9 p.m., on KNXT (TV) Los Angeles offered Democratic candidates Estes Kefauver and Adlai Stevenson to debate issues prior to California Democratic primary June 5. Wires sent Friday by News & Special Events Director Sam Zelmann.

MOORE, JONES ATTACKS CLAIM ATTENTION ON CBS-TV AFFILIATES' CHICAGO AGENDA

TWO STORMY ITEMS not on agenda—indictment against networks by Richard A. Moore, KTTV (TV) Los Angeles [B•T, April 2] and doubts raised by President Ernest Jones of MacManus, John & Adams, regarding tv as "prime" mover of autos and durables [B•T, April 9, 2]—loomed as potential fireworks for second general conference of CBS-TV affiliates as two-day meeting got underway in Chicago Friday.

First day's sessions, attended by network officials and some 300 station executives, were described as "orderly peaceful and unspectacular." But there was wide speculation that Mr. Moore's charges against fundamental network procedures, as well as Mr. Jones' questions about tv's power to sell big goods, would be brought up by affiliates for airing during business session Saturday morning.

Leaders of both affiliates and network said they "would not be surprised," but network executives added that they would not advise affiliates on what action if any to take—particularly in regard to Mr. Moore's attack, which was made before Senate Commerce Committee.

It was assumed, however, that Ralph W. Hardy, CBS Inc. Washington vice president, would touch on Mr. Moore's testimony along with other Capitol Hill developments in his report Saturday on "The Clouds in Washington."

CBS Inc. President Frank Stanton was principal speaker at Friday luncheon after morning session devoted to talks by CBS-TV President J. L. Van Volkenburg; C. Howard Lane, KOIN-TV Portland, Ore., chairman of CBS-TV Affiliates Assn.; Merle S. Jones, CBS-TV executive vice president; William H. Hylan, sales vice president; Oscar Katz, research director, and Charles J. Oppenheim, information services director.

Friday afternoon session heard program plans from Hubbell Robinson Jr., executive vice president; political coverage plans from Sig Mickelson, CBS Inc. vice president for news and public affairs; "Effect of Political Convention Schedule on Regular Programming," by CBS-TV Sales Service Manager Robert F. Jamieson; "Tooling up for Fall," by John P. Cowden, operations director, advertising and promotion, and "Corporate Responsibility and Character," by Richard S. Salant, CBS Inc. vice president.

Affiliates were to vote on formal by-laws for their association Saturday morning at session with Chairman Lane presiding. They also were to hear reports by Vice President Hardy, Herbert V. Akerberg, CBS-TV station relations vice president; Engineering Vice President William B. Lodge, and Stations Relations Director Edward P. Shurick. Featured speaker at Saturday luncheon was to be Walter Williams, Undersecretary of Commerce. In afternoon panel session Dr. Stanton, Mr. Van Volkenburg and other executives were to answer affiliates' questions. Tour of CBS-owned WBBM-TV Chicago's new studio building on Sunday afternoon was final event on agenda.

the week in brief

THE NARTB CONVENTION

Opens today at Chicago's Conrad Hilton 43
Convention agenda 44
Television aspects 134
Hospitality suites 136
Radio aspects 138
New board members 140
Banquet entertainment 146

$880 MILLION FOR TV TIME

That's what national advertisers are spending for spot and network time in television, according to B•T's compilation of TvB's new spot billings figures and PIB network data 45
Top 200 tv clients and their time buys 46
Top 200 tv spot advertisers 48
Top 200 tv network advertisers 50
Tv spot advertisers ranked 201-500 55
Tv spot billings by product groups 56

FM: UNTAPPED BONANZA

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most powerful selling point

in industrial Michigan

WJBK-TV

DETROIT

CHANNEL 2 CBS

NO. 1 IN DETROIT

Pulse and ARB

AND AGAIN PROVED

NO. 1 OUTSTATE

ARB Annual Outside Market Surveys. December 1955, January 1956

		VIEWED MOST BEFORE 6:00 P.M.	VIEWED MOST AFTER 6:00 P.M.
PORT HURON 57 Air Miles from Detroit	WJBK-TV	44%	58%
	Station B	15%	24%
	Station C	20%	12%
	Station D	3%	3%
	No Choice	18%	3%
FLINT 59 Air Miles from Detroit	WJBK-TV	54%	53%
	Station B	25%	33%
	Station E	8%	7%
	Station F	4%	5%
	Station C	3%	1%
	Station D	0%	1%
	No Choice	6%	0%

Get more mileage out of your TV advertising dollar with the terrific selling power of WJBK-TV's top CBS and local programming, 1,057-ft. tower, 100,000-watt power and commanding Channel 2 dial position.

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Represented by *THE KATZ AGENCY, INC.*

ZIV HA

Mr. DISTRICT ATTORNEY

STARRING DAVID BRIAN

Champion of the people! Here's proof!

56.6
CHARLOTTE
beats What's My Line, Studio One, Ford Theatre, Godfrey and Friends and others.

37.6 OKLAHOMA CITY	25.6 BALTIMORE
31.5 BOSTON	RENEWED BY CARTER'S IN 37 MARKETS!

ARB—October, November, December '55

"I LED 3 LIVES"

STARRING
RICHARD CARLSON

HOT S

"HIGHWAY PATROL"

STARRING
BRODERICK CRAWFORD

An Award-Winning Performance by Academy Award Winning Star!

58.2
JOHNSTOWN
beats I Love Lucy, Disneyland, Kraft TV Theatre, Life of Riley and others.

51.9 BAKERSFIELD	40.2 PEORIA
41.3 ROANOKE	SELLING FOR BALLANTINE'S IN 23 MARKETS!

ARB—November, '55

"THE CISCO KID"

STARRING
DUNCAN RENALDO as "CISCO"
LEO CARRILLO as "PANCHO"

NOTHING TURNS ON THE HEAT LIKE ZIV PR

AS THE

Now 3rd Year in Production!

47.2
PITTSBURGH
beats Kraft TV Theatre, This Is Your Life, Lux Video Theatre, Wyatt Earp and others.

27.5 HOUSTON
26.4 DALLAS-FT. WORTH
26.6 BOSTON
RENEWED BY PHILLIPS IN 44 MARKETS!

TELEPULSE—October, '55
ARB—November, '55

"SCIENCE FICTION THEATRE"
All-star cast . . . William Lundigan, Don DeFore, Howard Duff, Pat O'Brien, Vincent Price . . others.

50.7
OMAHA
beats Dragnet, George Gobel, What's My Line, Disneyland and others.

33.7 PORTLAND
26.3 INDIANAPOLIS
27.7 DENVER
Voted #1 New Syndicated Show for '55!

ARB—Jan., Feb., '56 Pulse—Feb., '56

HOWS!

Now 6th Year in Production!

36.5
FT. WAYNE
beats $64,000 Question, Ed Sullivan, Dragnet, Disneyland and others.

29.0 CINCINNATI

21.0 BUFFALO
RENEWED BY INTERSTATE BAKERIES FOR 6TH YEAR IN 39 MARKETS!

ARB—Nov., Dec., '55
TELEPULSE—Nov., '55

ZIV'S *NEW* RATING-GETTER!

"The Man Called X"

24.8
COLUMBUS

27.3 TOLEDO
29.0 ALBANY (Schenectady-Troy)

STARRING BARRY SULLIVAN

ZIV Television

...UCTIONS!

ZIV S

VOTED No. 1 NEW SYNDICATED SHOW FOR '55!

"SCIENCE FICTION THEATRE"

ALL-STAR CAST . . . William Lundigan, Don DeFore, Howard Duff, Keefe Brasselle, Pat O'Brien, Vincent Price and others.

42.1
JACKSONVILLE
beats George Gobel, Ford Theatre, Dragnet, Studio One and others.

46.5 BOISE
beats Groucho Marx, Jackie Gleason, Arthur Godfrey, Bob Hope and others.

44.8 BAKERSFIELD
39.8 PORTLAND
32.8 FRESNO
ARB—November '55

RATE

"HIGHWAY PATROL"

STARRING
BRODERICK CRAWFORD

An Award-Winning Performance by Academy Award Winning Star!

51.9
BAKERSFIELD
beats Ed Sullivan, I Love Lucy, Disneyland, George Gobel and others.
58.2 JOHNSTOWN
30.5 COLUMBUS
40.2 PEORIA
ARB—Nov., Dec. '55

SELLING FOR BALLANTINE'S IN 23 MARKETS!

"I LED 3 LIVES"

STARRING
RICHARD CARLSON

Now 3rd Year in production!

26.6
BOSTON
beats Dragnet, Milton Berle, Studio One, Big Surprise and others.
48.4 PITTSBURGH
39.3 OMAHA
27.5 HOUSTON
TELEPULSE—Oct., Dec. '55
ARB—Nov. '55

RENEWED PHILLIPS 44 MARKETS

NOTHING TURNS ON THE HEAT LIK

SHOWS

CHAMPION OF THE PEOPLE! HERE'S PROOF!

"Mr. DISTRICT ATTORNEY"

starring DAVID BRIAN

37.6
OKLAHOMA CITY
beats Ed Sullivan, Disneyland, George Gobel, Arthur Godfrey and others.

56.6 CHARLOTTE
beats What's My Line, Studio One, Ford Theatre, Godfrey and Friends and others.

31.5 BOSTON
25.6 BALTIMORE

RENEWED BY CARTER'S IN 37 MARKETS!

ARB—Oct., Nov., Dec., '55

GREAT!

ZIV Television

NEW YORK • CHICAGO
CINCINNATI • HOLLYWOOD

"The Man Called X"

Starring BARRY SULLIVAN

DAYTON
beats Studio One, Stage Show (Dorsey Bros.), Medic, Comedy Hour and others.

23.4 PHOENIX
28.5 SOUTH BEND
(Elkhart)
ARB—Feb., '56

NEW! ZIV'S NEXT BIG RATING GETTER

. . . . . ZIV PRODUCTIONS!

FOR RA

"HIGHWAY PATROL"

Starring
BRODERICK CRAWFORD

An Award-Winning Performance by Academy Award Winning Star!

32.3
COLUMBUS
beats Perry Como, Climax, This Is Your Life, Arthur Godfrey and others.

28.6 DENVER
beats Groucho Marx, Jackie Gleason, I Love Lucy, Dragnet and others.

30.3 SAN ANTONIO
beats Godfrey's Talent Scouts, Robert Montgomery, This Is Your Life, U. S. Steel Hour and others.

ARB—Jan. '56; TELEPULSE—Jan. '56

SELLING FOR BALLANTINE'S IN 23 MARKETS!

"SCIENC FICTIO THEATR

TRUMAN BRADL
As host and narra

RENEW

"Mr. DISTRICT ATTORNEY"

Starring
DAVID BRIAN

Champion of the people! Here's proof!

37.6
OKLAHOMA CITY
beats Ed Sullivan, I Love Lucy, George Gobel, What's My Line and others.

31.5 BOSTON
beats Dragnet, George Gobel, This Is Your Life, Sid Caesar and others.

28.1 ST. LOUIS
beats Robert Montgomery, Arthur Godfrey, Milton Berle, This Is Your Life and others.

ARB—Nov., Dec. '55; Jan. '56

RENEWED BY CARTER'S IN 37 MARKETS!

"THE MA CALLED

Starring
BARRY SULLIVA

RESULT

TINGS!

Now! 2nd Year In Production!

32.5
PORTLAND
beats George Gobel, Studio One, Dragnet, Climax and others.

26.3 INDIANAPOLIS
beats Dragnet, Groucho Marx, Disneyland, What's My Line and others.

27.7 DENVER
beats I Love Lucy, Climax, Dragnet, Groucho Marx and others.

. . . Voted No. 1 New Syndicated Film Series

ARB—Jan. 56; TELEPULSE—Jan. '56

ALL STAR HOLLYWOOD CAST!

ALS!

NOW! ZIV'S NEXT BIG RATING GETTER!

29.6
ALBANY
(Schenectady-Troy)
beats $64,000 Question, Disneyland, Jackie Gleason, Climax and others.

23.4 DAYTON

28.5 SOUTH BEND
(Elkhart)

ARB—Feb., '56

THE HOT SHOWS COME FROM ZIV!

"SCIENCE FICTION THEATRE" RENEWED

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- NEW YORK CITY
- PHILADELPHIA
- WASHINGTON, D. C.
- SALT LAKE CITY
- CHICAGO
- ST. LOUIS
- CLEVELAND
- BOSTON
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- GRAND RAPIDS
- GREENSBORO
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- KLAS-TV in LAS VEGAS
- WTVJ in MIAMI
- KBTV in DENVER
- WFAA-TV in DALLAS
- KERO-TV in BAKERSFIELD
- KIDO-TV in BOISE
- KID-TV in IDAHO FALLS
- WMCT-TV in MEMPHIS
- KVAL-TV in EUGENE, ORE.
- WCCO in MINNEAPOLIS

and others.

S!: ZIV!

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This is a picture of a sale. And we believe that sales are the only measure of results on TV. So do the folks at Cabell's, Inc. — who manufacture and sell outstanding dairy products throughout North and East Texas.

Despite the competition of over 15 local and national brands, Cabell's continues to show outstanding sales gains — year after year. And WFAA-TV gets a lion's share of the credit for these results. A 30-minute film show on Wednesday nights, and a live day-time kid show, four times weekly, are now in their third consecutive year.

If you're looking for *results* in this big Dallas-Fort Worth market . . .

CALL YOUR PETRYMAN
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WFAA-TV

NBC-ABC

dallas

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Ralph Nimmons, Station Manager
Edward Petry & Co., National Representatives

TWENTIETH CENTURY

IN THE skillful hands of Orson Welles—as a cross between a stuffed panda and a southern senator—*Ford Star Jubilee's* "Twentieth Century" roared into thousands of living rooms a week ago Saturday night with all the aplomb of a guided missile. We do mean roared.

After running on and off the stage, screen and now television for over 20 years, it was to be expected that some of the train's couplings would get a bit rusty. Yet the biggest switch was pulled by someone in the CBS-TV roundhouse when they tossed Betty Grable into the act—less a vamping movie queen than a slow caboose. Miss Grable, for all her wiggling and waggling, is no actress of any particular note. Her Lily Garland wilted 'ere it flowered. Mr. Welles, on the other hand, is every inch—every *last* inch—a performer of stature, be he Oscar Jaffe, Citizen Kane or Harry (The Third Man) Lime.

He was completely backed by Keenan Wynn as his dipsomanic press agent, Ray Collins as his ulcerous manager and Gage Clark as the escaped lunatic. Mr. Clark hasn't been seen often enough on tv.

Technically, "Twentieth Century" was well done. Though suffering at times from overused film clips, tired lines and some unforgivable fluffs, the color showed up unusually clear and so—we regret to say—did the audience laughter which sounded suspiciously "canned."

Production costs: Approximately $200,000.

Sponsored by Ford Motor Co., through J. Walter Thompson Co., New York, on CBS-TV, every-fourth-Saturday, 9:30-11 p.m. EST.

Staring: Orson Welles, Betty Grable, Keenan Wynn, Ray Collins, Lance Fuller, Gage Clark, Bennie Rubin, Paul Siemion, and others.

Written by: Ben Hecht and Charles MacArthur; adapted for tv by Robert Buckner; producer: Arthur Schwartz; assoc. producer: Les Hafner; director: Paul Nickell; assoc. director: Bill Robinson; art: Robert Tyler Lee; sets: Buck Henshaw music (pre-recorded): "Fatal Fascination" by Arthur Schwartz and Howard Dietz. Entire production under supervision of Harry Ackerman, CBS-TV executive director of special projects.

NATIONAL BOWLING CHAMPIONS

A RELUCTANT pin, refusing to drop for the 11th straight strike, robbed Ned Day of a perfect game—and of the $10,000 offered by the sponsor, General Cigar Co., for any such during the televised part of the match—and gave viewers of *National Bowling Champions* their biggest thrill during the inaugural NBC-TV half-hour telecast of this "live" series on April 8.

Debuting in prime network time, *National Bowling Champions* aims at capturing a maximum audience by combining the appeal of the nation's top participation sport with that of the money giveaway shows. Two top bowlers are matched in a three-game, total-point bout. The winner collects $1 per pin for all he downs during the three games; the loser gets a flat $300 and each gets a bonus of $10 for each pin over 700. Not to mention that $10,000 for a perfect game during the tv time, which on the first telecast began about the midpoint of the second game.

Mr. Day, who missed $10,000 by one pin after rolling ten straight strikes, was caught in his moment of sorrow by an alert camera's closeup, but the cameraman missed the chance to show the lone standing pin (No. 7, if you're a bowling fan). Even with this miss, Mr. Day's take-home pay for his night's work amounted to $1,701, plus a chance to bowl again on tv next Sunday. His opponent, Buddy Bomar, won $720.

And they call it pin money.

Production costs: $5,000.

Sponsored by General Cigar Co. (White Owl Cigars) on alternate weeks through Young & Rubicam Inc. on NBC-TV, Sun., April 8, 9:30-10 p.m. CST.

Producer: Matt Niesen; director: Paul Robinson; technical director: John Natale; commentator: Joe Wilson.

$64,000 CHALLENGE

THERE's one solace for which we who watch television are grateful. Fred Allen was spared the latest in television programming. Another quiz show. At least the beloved punster and satirist was spared this addition to his catalogue of broadcasting culpabilities.

This one is the *$64,000 Challenge* (sired by the *$64,000 Question*, out of Lou Cowan). The gimmick here is that challengers pit themselves against champions (those who hit $8,000 or above in the mother program). The first *Challenge* show had a 77-year-old retired railroadman appearing against Myrt Power, 72-year-old $32,000 baseball winner, and a New York City fire department lieutenant opposing New York City patrolman Redmond O'Hanlon, winner of $16,000 in the Shakespeare category. The baseball oldsters were tied at the $8,000 mark and were due back yesterday. The fire laddie missed out at the $4,000 level and departed—leaving officer O'Hanlon $4,000 richer.

M. C. Bill (Sonny) Fox is a sort of roughhewn Hal March. Mr. Fox looked kind of awkward in this patently commercial venture; he's host on CBS' well thought of children's program *Let's Take a Trip*, and before that was host and producer of *The Finder*, on St. Louis' educational tv outlet KETC (TV).

If network radio's fall from top position can be attributed in any small part to the glut of quiz shows which cast its pre-tv pall over that once flourishing medium, Lou Cowan and CBS can begin taking bows for pulling down tv.

Production costs: $30-$35,000.

Sponsored by Revlon Inc. and Kent cigarettes, alternate weeks, via C. J. LaRoche & Co. (Revlon) and Young & Rubicam (Kent) on CBS-TV Sundays, 10-10:30 p.m. EST.

Master of ceremonies, Bill (Sonny) Fox; executive producer, Steven R. Carlin; producer-director, Joe Cates; associate producer, Mert Koplin; production supervisor, Ben Kagan; commericals, Barbara Britton (for Revlon) and Jonathan Blake (for Kent); announcer, Bill Rogers; music conducted by Norman Leyden; questions edited by Dr. Bergen Evans; package by Louis G. Cowan Assoc.

TELEPHONE TIME

SPIN a yarn, and the more believable it is, the better the television fare. This is the formula of Bell Telephone's half-hour drama series, *Telephone Time*, which premiered April 8 on CBS-TV. John Nesbitt, storyteller of radio and the movies, narrates the Hollywood-filmed series.

First entry was "The Golden Junkman," tale of an immigrant junkman who through sheer will and mental and physical prowess wins back the affection of his twin sons whom he had smothered in his own drives and ambitions.

The acting, particularly in the performance of Lon Chaney Jr., was commendable. The production kept pace with the action which

WGR
wherever you ... there's
Radio
Sell the Nation's 14th Largest Market! ... use WGR's Salesmen of the Air
MUSICAL CLOCK
Starring John Lascelles
6:30 - 9:15 AM — Mon. thru Sat.
Buffalo's oldest service-type wake-up program. Music, time, weather.
BOB GLACY SHOW
2 - 6 PM Monday thru Friday
Top tunes all afternoon.
Top buy to sell the Niagara Frontier.
PLUS
Outstanding 5 and 10 minute News and Weather Spots
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230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798

EAST, SOUTHEAST

WBZ + WBZA	Boston + Springfield	NBC	51,000
WGR	Buffalo	NBC	5,000
KYW	Cleveland	NBC	50,000
WWJ	Detroit	NBC	5,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	ABC	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WPTF	Raleigh — Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth — Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	50,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	ABC	5,000
KFAB	Omaha	NBC	50,000
WMBD	Peoria	CBS	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Fort Worth — Dallas	NBC-ABC	50,000
KENS	San Antonio	CBS	50,000

MOUNTAIN AND WEST

KBOI	Boise	CBS	5,000
KGMB-KHBC	Honolulu — Hilo	CBS	5,000
KEX	Portland	ABC	50,000
KIRO	Seattle	CBS	50,000

FLAT ASSERTION

The highest point in our coverage area is 203 ft. above sea level. No wonder our maximum powered signal gets home to an area containing more than 367,000 tv families.

WMBR-TV
Jacksonville, Fla.
Channel 4

Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales

maintained fair interest to conclusion. Unfortunately, the story, albeit one with a twist, did not come up to the higher quality of technique and performance. Its touch of pathos and sentimentality was at the expense of characterization. Unable to break through the inherent limitations of the half-hour dramatic format, "The Golden Junkman" did not ring quite loud enough as Bell's first endeavor in its weekly series.

Production costs: Approximately $40,000.
Sponsored by Bell Telephone System, through N. W. Ayer & Son, New York, on CBS-TV, Sun., 6-6:30 p.m. EST.
Narrator: John Nesbitt.
Cast: Lon Chaney, Peter Brocco, Robert Arthur, Corey Allen, Jimmy Baird, Ronald Anton, Leslie Dennison, Marshall Bradford, Olive Sturgess, John Tuggle, Nancy Kilgass, Yvonne Lime, Tom Browne Henry.
Executive producer: Hal Roach Jr.; producer: Jerry Stagg; director: Roy Kellino; director of photography: Paul Ivano; assistant director: Bruce Fowler Jr.; film editor: Bruce Shoengarth; art director: William Ferrari; casting: Ruth Burch; teleplay: Donald S. Sanford; sound: Charles Althouse; story editor: Henry Greenberg.

PENNANT PREVIEWS

WELL-EDITED tape and basic understanding of factors involved in the success or failure of a major league baseball club are combined by ABC Radio in this tri-part offering.

Howard Cossell, dispensing with the usual pre-season chatter of bluesky hopes for each team, pinpoints definite strengths and weaknesses. About these he simply offers the question live and follows with brief, taped answers from respective managers. Loyal hometown fans may wince at certain summations, but it makes good, factual sports reporting.

Sustaining on ABC Radio, Saturday, 6:30-7 p.m.
Narrator-producer: Howard Cossell; director: Chuck Manno.

AMERICAN MUSIC HALL

IN ITS FIRST move toward scrapping its much-heralded but commercially unsuccessful *New Sounds for You* concept of evening programming, ABC Radio last Monday introduced two musical program series. The net result was highly satisfying to listeners and should please the American Federation of Musicians because both programs feature "live" music.

The formula for *American Music Hall*, subtitled "A Six-Week Musical Tribute to Spring," prescribes music from the best-loved songs from the Broadway stage, Tin Pan Alley and motion pictures. On its initial broadcast, the program offered musical compositions by George Gershwin, Rodgers and Hammerstein, Frank Loesser and Jerome Kern, among others. It made for highly pleasurable listening.

The 35-piece ABC concert, string and dance orchestra, conducted by Glenn Osser and Ralph Herman, presented interesting arrangements of long-time favorites. On subsequent programs, conductor Arnold Eidus will appear. The program's regular vocalists, Tommy Furtado and Peggy Ann Ellis, were impressive as highly accomplished pop singers. Leading instrumentalists will appear from time to time.

The five-night-a-week program is heard on Mondays and Wednesdays at 8-8:25 p.m. and 9-9:25 p.m. to accommodate *Voice of Firestone* (Mon., 8:30-9 p.m.) and *High Moment* (Wed., 8:30-8:55 p.m.). Five-minute newscasts are carried on the 25- and 55-minute marks during the 8-9:30 p.m. period. For the final phase of *New Sounds*, ABC has substituted *Best Bands in the Land* at 9:30-9:55 p.m. (Mon.-Fri.), with Paul Whiteman as host to introduce pickups of name bands.

Production costs: $12,000 a week.
Sustaining on ABC Radio, Tues., Thurs., Fri., 8-9:25 p.m. EST; Mon., Wed., 8-8:25 p.m. and 9-9:25 p.m. EST.
Producer: George Wiest; writers: Bette Ripley, Edward Ettinger, Don Witty; host: Gil Hodges; scrip editor: Jack Mitchell.

YUNG-CHA, CHILD OF KOREA

IN KOREA today there are 36,000 children without homes or families; 36,000 ragged, dirty urchins who live by what they can beg or steal; 36,000 youngsters who, left as they are, will develop into hardened criminals unless disease wipes them out before they grow up; 36,000 kids who, with a little help, love and care, could become useful citizens in a land which needs useful citizens very much.

This tv film shows what happens when the children are fortunate enough to find sanctuary in an orphanage supported by the Christian Children's Fund. Taken at the orphanage, about 40 miles from Seoul, with the children and workers portraying themselves, it tells the story of little Yung-Cha and her transformation from a child of the streets, little better than a wild animal, into a happy member of a community.

The film, now available to tv stations throughout the country, has only 30 seconds of pure commercial, asking those who want to help to write to CCF, Richmond, Va. But actually the 15-minute film is all commercial, for it impels each member of its audience to help other Korean children to find homes, too.

Production costs: Approximately $8,000.
Filmed in Korea for Christian Children's Fund, Richmond, Va.
Produced by: Washington Video Productions with the cooperation of USIA; writer-director: George F. Johnston; editor: Sylvia Cummins Betts; sound service: Capital Film Labs.
Cast: Dr. K. S. Oh, orphanage director; Miss Kim, house mother; Yung-Cha, other children.
Music: Dr. Andrew Whang.

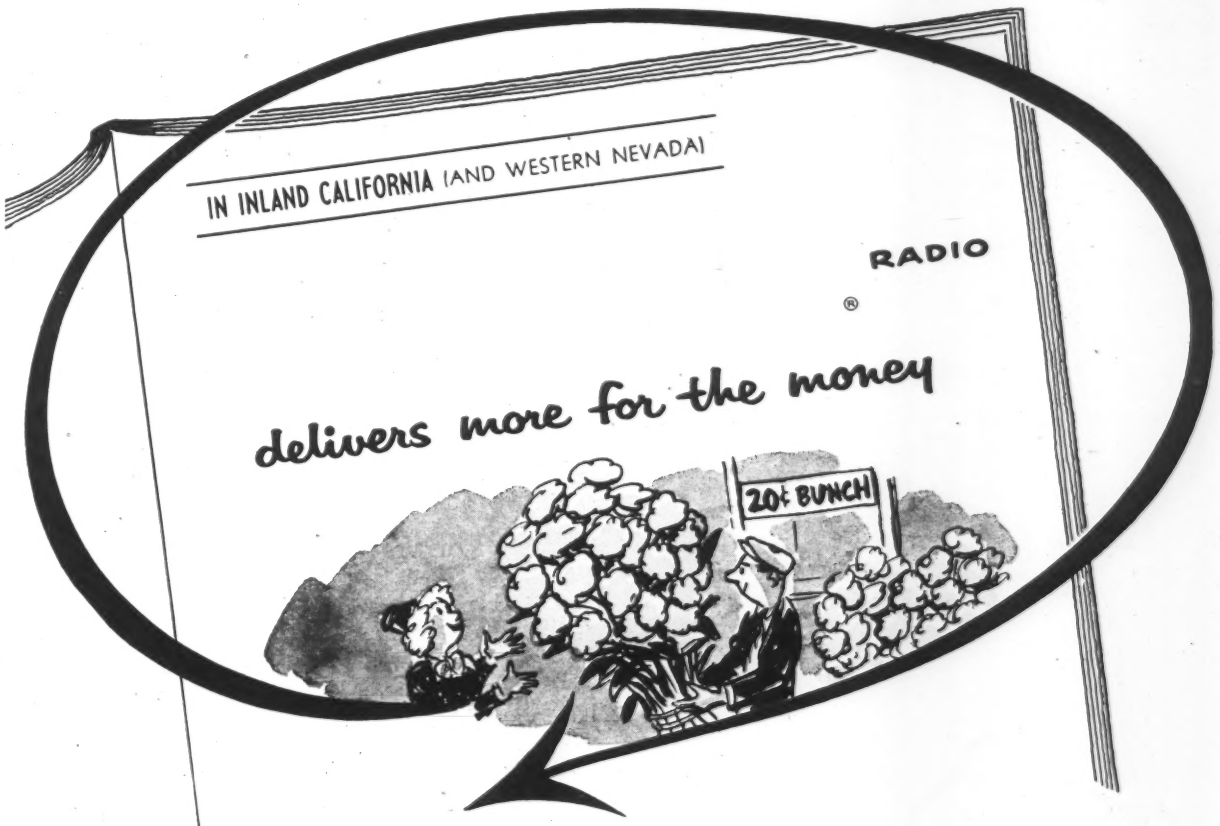
TRIAL AT ROUEN

NBC-TV's courage to present the untried as well as the true in its opera programs is at once the glory and the weakness of the series. The latter was demonstrated April 8 when the new Norman Dello Joio opera surely fell on many uncomprehending ears. However, modern music can't be snap-judged. Today's classics were scorned by yesterday's public. So it may be with Mr. Dello Joio's work. But last week it sounded dull and devoid of melody.

The singers, principally Hugh Thompson as the inquisitor Bishop Cauchon, Chester Watson as the sympathetic Friar Julien and Elaine Malbin as St. Joan, were competent both as singers and actors, although, as happens often, soprano lines were unintelligible.

Visually the program was easier to understand. Action against simple 15th century sets was credible and moving.

Presented sustaining on NBC-TV in color and black-and-white, April 8, 4-5:30 p.m. EST.
Cast: Elaine Malbin, Hugh Thompson, Chester Watson, Paul Ukena, R. W. Barry, Francis Monachino, James Norbert, David Smith, William Wolff, Marvin Worden, Loren Driscoll, Carole O'Hara, Frances Paige and 32-voice chorus; Symphony of the Air orchestra.
Composer and librettist: Norman Dello Joio; producer: Samuel Chotzinoff; music and artistic director: Peter Herman Adler; director: Kirk Browning; Noel Taylor; associate producer: Charles Polacheck; associate director: Gertrude Rosenstein.



. . . JUST LOOK AT

KOH ● RENO

KFBK ● SACRAMENTO

KMJ ● FRESNO

KERN ● BAKERSFIELD

THE BEELINE'S STATION

KMJ has more listeners than any competitive station, daytime or nighttime, according to latest Pulse.

KMJ has more top rated shows . . . 9 out of the 10 most popular programs in the Fresno area are KMJ shows, reports Pulse.

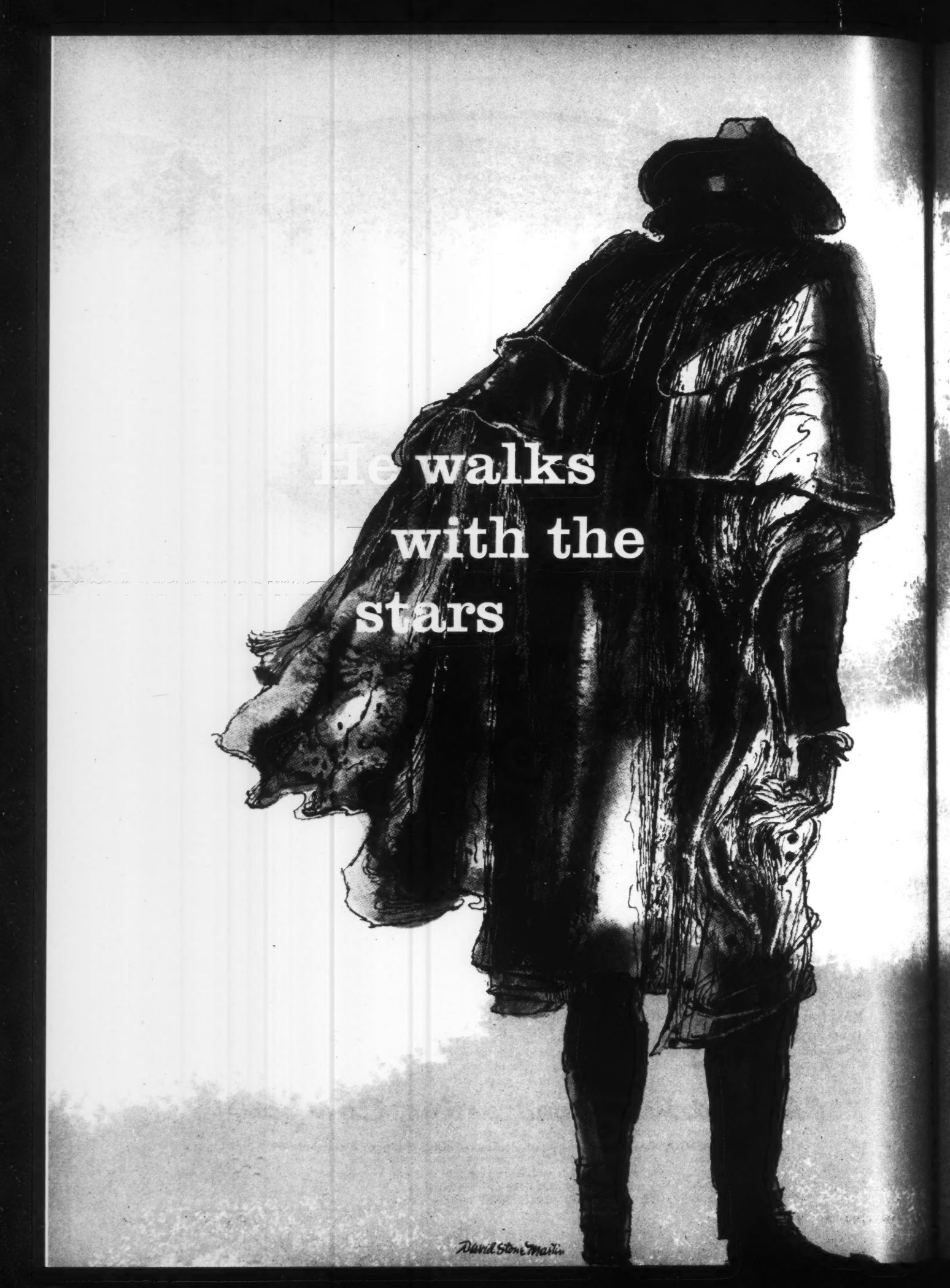
KMJ has wider coverage than any competitive station, daytime or nighttime. (SAMS)

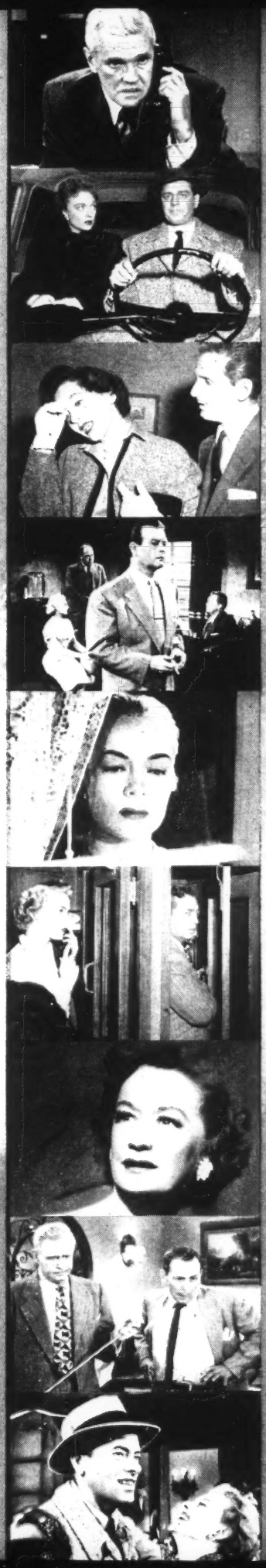
KMJ has a wider FCC contour, daytime or nighttime, than any competitive station.

Beeline stations, purchased as a unit, give you more listeners in Inland California and Western Nevada than any competitive combination of local stations . . . and at the lowest cost per thousand. (SAMS & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative


He walks
with the
stars
David Stone Martin



Familiar to television audiences from coast to coast is *The Whistler*... and famous are the stars who accompany him in pursuit of suspense and high-impact drama. Stars like Paul Kelly, Miriam Hopkins, Audrey Totter, Maureen O'Sullivan, Lon Chaney, Howard Duff, Patric Knowles, John Ireland, Barton MacLane, Tom Brown, Marguerite Chapman, Charles Winninger and Les Tremayne.

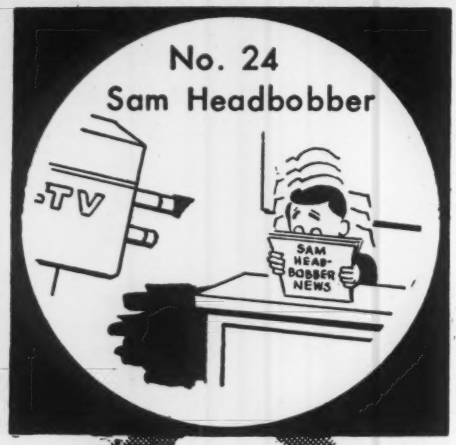
The Whistler is television's master story-teller. His tales of mystery and intrigue are second to none for sheer excitement and suspense. And every half-hour program is a masterpiece of skilled production and artful direction. The result is that, wherever he appears, *The Whistler* attracts substantial audiences right from the start... consistently walks away with the highest ratings in its time period in many areas. (Two examples: In Spokane, a 3-station market, *The Whistler* draws a 28% larger rating than competing shows on the other two stations *combined*. In Montgomery, Ala., it's the highest-rated syndicated film on the air.*)

To build the prestige *and the sales* that come from sponsorship of a major dramatic vehicle, call or wire the distributor of the fastest-moving films in television...

CBS Television Film Sales, Inc.

New York, Chicago, Los Angeles, Detroit, San Francisco, Boston, St. Louis, Dallas, Atlanta. In Canada: S.W. Caldwell, Ltd.

*Latest available Telepulse



Hot
news item
on election race,

Reads from copy,
No trace of face!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

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LOS ANGELES CHICAGO WASHINGTON TORONTO

our respects

to JAMES CAMPBELL HAGERTY

IN ALL HISTORY few people have disseminated so much significant information so rapidly to so many people as James C. Hagerty, news secretary to President Eisenhower. Mr. Hagerty will address the NARTB convention Wednesday afternoon.

Through this quiet Irishman (Episcopalian) comes a daily stream of current history that within seconds reaches living rooms, barber shops, barns, beaches, shops and offices thousands of miles distant. During his three-year-plus tenure in the White House he has operated, with the support of the President, on the theory that efficient feeding of news to the world is a critical function—sometimes as important and delicate as the news development itself.

A little more than a year ago Mr. Hagerty confronted two dozen White House newsmen in his office with a journalistic block-buster. Panning the semi-circle of pencil wielders from behind his thick glasses, he said in his placid this-may-interest-some-of-you manner: "Tomorrow at the press (news) conference we are going to permit the tv newsreel cameras and newsreel (theatrical) cameras in the conference room."

The reportorial contingent started buzzing. One veteran quipped, "I wonder if there is some way we can work in sponsors here. Are you fellows going to say, 'Wait, Mr. President, until I get in some film, say for Gunther beer.'"

The Presidential news secretary listened patiently. When the wisecracks started to let up, he uttered a historic comment that will live in journalistic lore. "All media of information, including television, have the right to cover the President." And then topped it, "This is the second half of the 20th Century."

The conference experiment worked and is already a fixed custom. Mr. Hagerty and the President had long felt the news-making sessions should be open to the public. Two years of planning, spurred by the President's enthusiasm for tv and radio, had produced a four-Cabinet-member conference and a full Cabinet meeting report. But the news conferences, held in the rococo Indian Treaty Room of the old State-War-Navy building housing executive officers, had been television-proof because, as the news secretary put it, "We'd have had to light it like a Christmas tree," and everyone knew the President wouldn't stand for Hollywood & Vine production trappings. Two technical advances solved the production problem—Tri-X fast film and Auricon 32-minute cameras.

Thus another Presidential—and Hagerty—advance in news dissemination was achieved, though both still refuse to permit live conference pickups. "The White House must remain in control of the spoken words of the President," Mr. Hagerty said, but actually he seldom censors visual or aural material and hasn't used his blue pencil in months. He vividly recalls the time the President's tongue slipped when he mentioned a critical situation in Indonesia. He meant Indo-China, and either radio or newsreel display would have loosed diplomatic chaos.

Shortly after Gov. Thomas E. Dewey, of New York, hired Mr. Hagerty away from the *New York Times* in 1943, the young press secretary began to discover radio's ability to convey the civil servant's voice into the living room, a technique that did much to humanize the rather austere governor in the public's mind. Reports to the electorate and frequent radio as well as tv speeches became a familiar Dewey technique. Mr. Hagerty's press role continued through two Presidential and two gubernatorial campaigns.

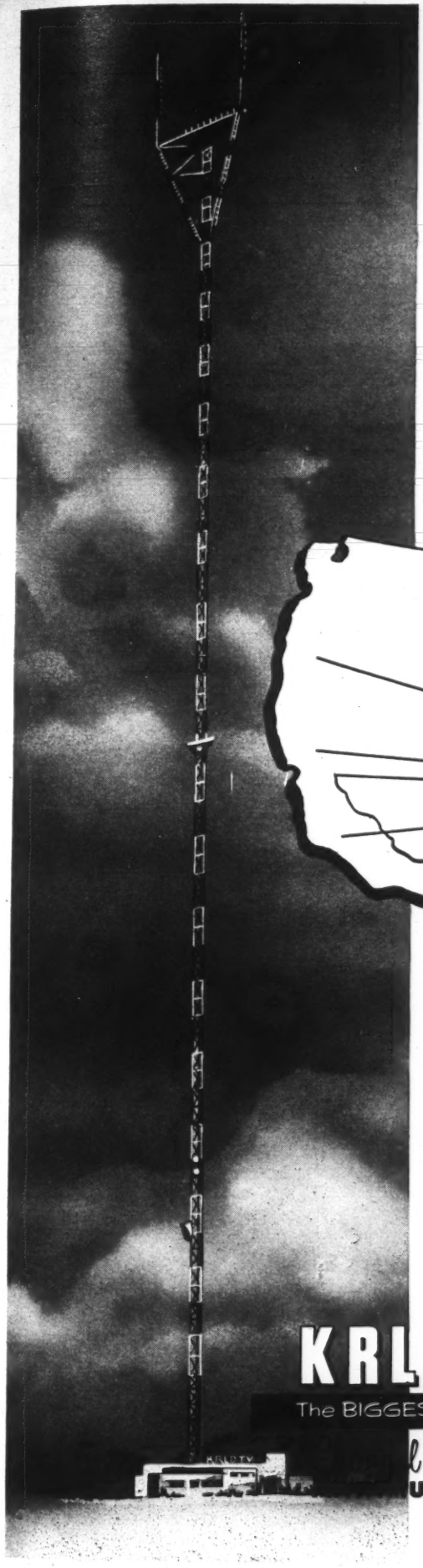
In June of 1952 Gov. Dewey loaned his news secretary to the Eisenhower camp and after the Republican nomination was in hand, the President-to-be named him news secretary for the campaign and then for the Presidency.

"From the start, the President and I talked about ways of developing the use of news media," Mr. Hagerty said. "The President felt the people should know more about their government and he recognized the ability of television and radio to bring the government and the President right into the home."

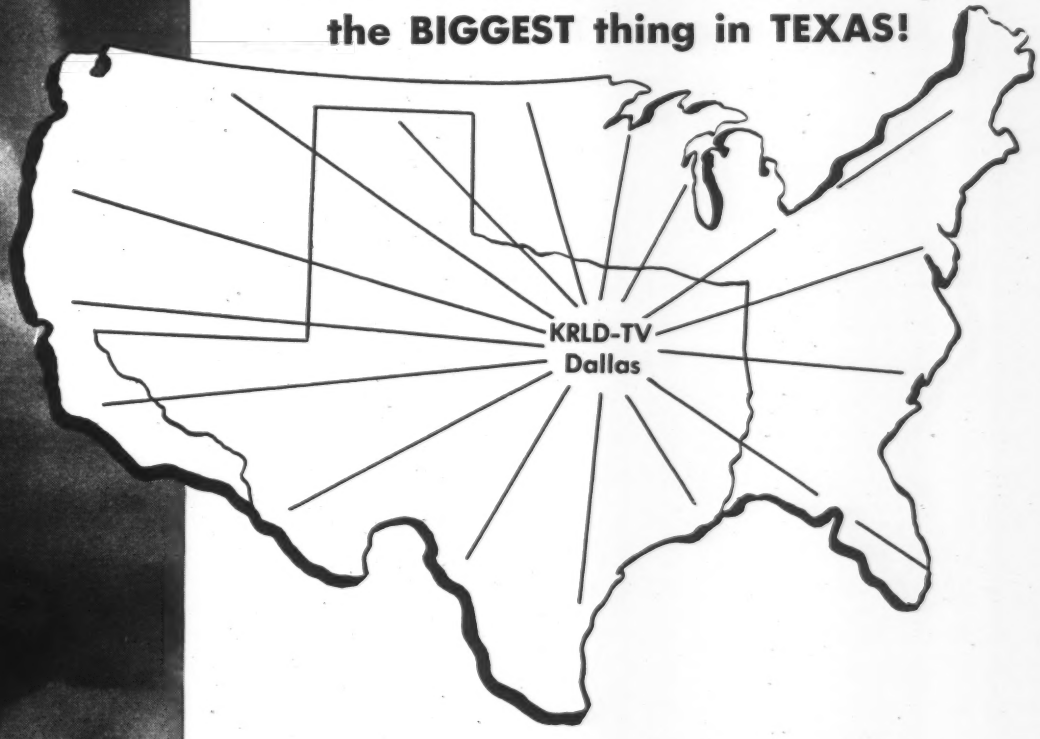
James Hagerty was born May 9, 1909, in Plattsburgh, N. Y. His family moved to New York City in his third year. His father became a *New York Times* political writer and retired only two years ago. The younger Hagerty, after graduating from Blair Academy, in New Jersey, went to Columbia U., getting a job as campus correspondent for the *Times*. Aside from a city news service beat, his newspaper career was devoted to the *Times* and he soon became Albany correspondent.

Now he is often called the best-known of all presidential news secretaries, despite a serious self-effacement policy. He can't be bothered trying to show his personal importance in the White House inner circle and prefers to be left out of policy matters until they reach the point where an information specialist is needed. White House newsmen know his word is good and that he is fair to all. They know, too, his Irish temper flares up sometimes under extreme pressure but recall one crackling outburst that wound up with this typical comment, "All right, so I blew my top."

He is married to the former Marjorie Lucas. They have two children, Roger, 24, and Bruce, 19. When the 24-hour job permits—and its one of the toughest in the capital—he likes to read (intensively) and shoot a little golf (so-so, but look who he plays with).



You can't quite see it from the Palmer House, but let us show you the BIGGEST thing in TEXAS!



And, as this map proves, you can't possibly live very far from Dallas, so why not drop by on your way home from the NARTB Convention.

Be our guest, and we'll show you Texas' tallest tower, with the KRLD-TV antenna on top, jutting 1,521 feet into the bluest of skies, plus what we have been told are the finest transmitting facilities in the U. S. today.

We would like to tell you too about the Top O' TEXAS Market, 42 Texas and Oklahoma counties, where dwell more than 2,250,000 prosperous people who look at 564,080 television sets, most of which are tuned, most of the time, to Channel 4 . . . . . KRLD-TV.

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

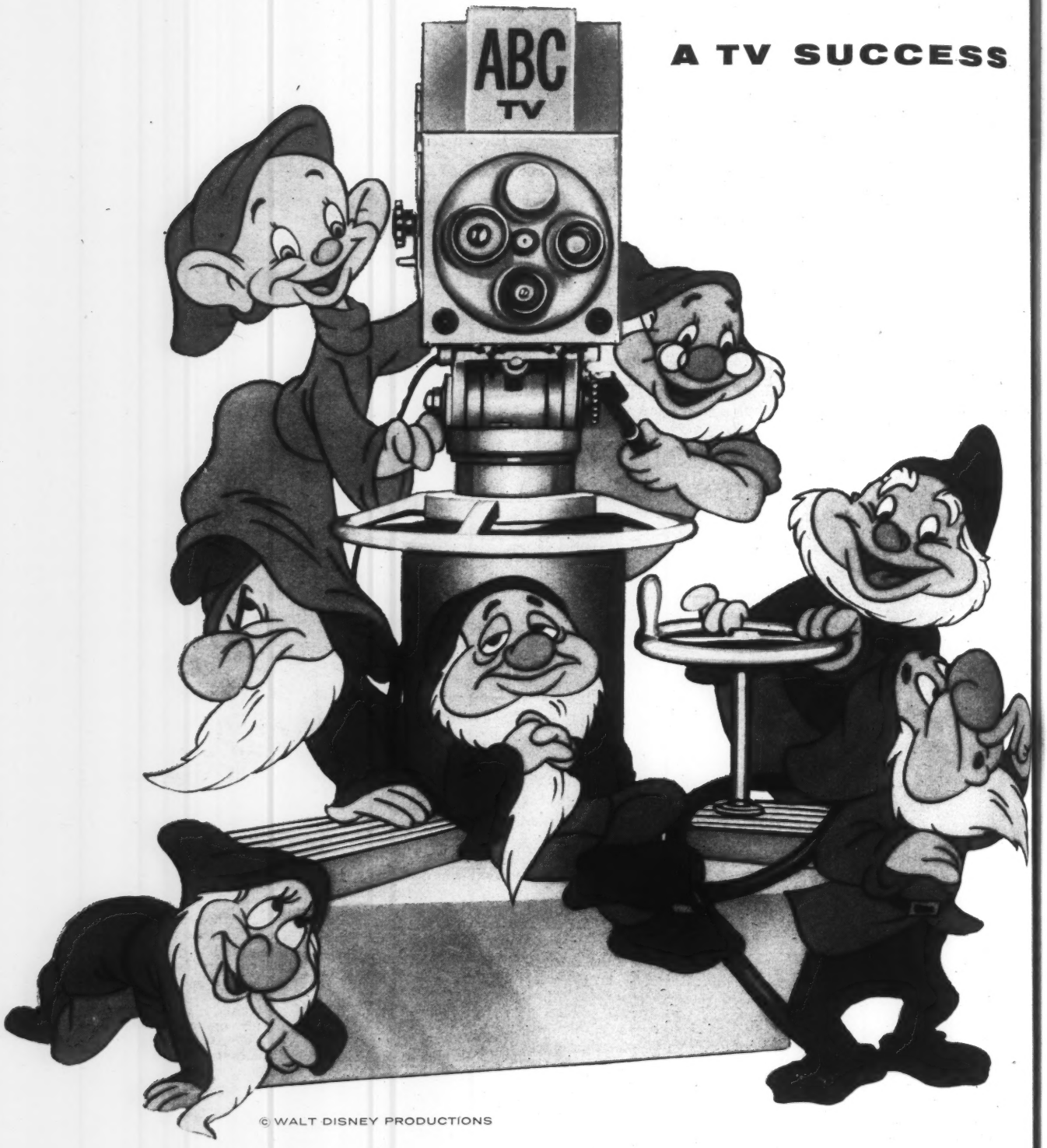
CBS

l 4, Dallas
UM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co.,
Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President



A TV SUCCESS

© WALT DISNEY PRODUCTIONS

STORY THAT DWARFS ALL OTHERS

We'd be **Dopey** if we kept the news a secret! Fact is, ABC-TV has two towering successes in its Disneyland and Mickey Mouse Club shows. The **Happy** news about Disneyland is that every one of its advertisers has renewed until the fall of '57 . . . making the show a complete sellout. Small wonder — because this award-winning program (an Emmy, this year and last, among others) has been a top-tenner ever since its first performance. And, as for the Mickey Mouse Club, it's awakened the **Sleepy** world of daytime TV with a start . . . simply by being *the* top-rated daytime show ever since its premiere. And what sponsor could be **Grumpy** about a cost per thousand homes of 68 cents (lowest in daytime and nighttime TV)! Obviously, this low, low price is just what the **Doc** ordered for low-cost, high-potency television. Already, 7 Mickey Mouse Club sponsors* have renewed for the '56-'57 season. If you'd like to join them, don't be **Bashful.** Get in touch with your ABC-TV rep *now!*

HEY, WHAT ABOUT ME?

Sorry, **Sneezy,** we had to leave you out. This success story is nothing to sneeze at!

**Armour & Co., The Bristol-Myers Co., Carnation Milk Co., The Coca-Cola Co., General Mills, Inc., The S.O.S. Company, Mattel, Inc.*

ABC TELEVISION NETWORK

KLZ's "Denver At Night"

...has revitalized nighttime radio

it's nighttime radio with "PEOPLENESS"*

*"PEOPLENESS" is another word for intimacy—or mutuality. By any word it's a close relationship of folks who *sell* with folks who *buy* (and lots of them†).

"DENVER AT NIGHT" buttonholes buyers because buyers spend their evenings with KLZ sales personalities . . . Charlie Roberts, Warren Chandler, Stan Brown, Starr Yelland. People *buy* from People.

"DENVER AT NIGHT" is exciting "tune-and-stay-tuned" fare.

Listeners hear both sides of conversations in KLZer's talks with *people* 'round the corner . . . in New York . . . in London . . . or in Cairo—news in the making, human interest, drama. "Denver at Night" *lives among people* . . . takes listeners to cave-ins, shut-ins, disasters, weddings, cops on the beat, the quietly efficient hospital night nurse. It's vital . . . human... personal! Interspersed throughout is local, regional and world NEWS—MUSIC—VARIETY—BASEBALL.

BUY "Denver at Night"

SELL the Gr-r-rowing Denver Market!

Call your KATZ man or KLZ Radio Sales Today!

†Latest PULSE proves KLZ has the highest all evening ratings in town—6 p.m. to midnight.

KLZ RADIO DENVER 560 k.c.

CBS in the Rocky Mountain Area
Represented by the KATZ Agency

HELEN HULL SMITH

on all accounts

SINCE joining the Los Angeles agency of Smalley, Levitt & Smith in 1949, Helen Hull Smith has watched total billings increase four times over. But more important, since becoming media director and timebuyer, she has spent a good portion of the client's dollar in radio and tv and seen the results grow, too.

She likes to cite the example of Lyon Van & Storage Co., which headquarters in Los Angeles and operates throughout the western states. Several years ago Lyon experimented with television by signing for participations on the Columbia Television Pacific Network's early morning live venture, *Panorama Pacific*. Now using nine CTPN stations in the 7-9 a.m. program, Lyon "is getting more response than ever before and company executives and salesmen give the commercials personally from time to time."

Additionally, Lyon uses radio and tv spots in 12 major markets in California, Oregon and Washington.

Miss Smith also buys time for Tanner Gray Line Motor Tours (tours and automobile rentals) which currently is using radio in Palm Springs, Las Vegas, Tucson and Phoenix. Other Southern California radio-tv accounts include Vai Bros. (Padre wine), Metropolitan Coach Lines, *Los Angeles Times* and *Mirror-News* and the California International Flower Show.

Born in Los Angeles Jan. 19, 1927, Miss Smith is so sold on California she has ventured out of the state only three times for brief trips.

Miss Smith decided at an early age to become a writer and took journalism at a vocational high school in Los Angeles. She pursued this field for two years at Los Angeles City College and then switched to psychology for two more years at the U. of California in Berkeley. "That's what I call a smattering of knowledge," she admits with a bright smile when she explains it took a long time to learn "a lot of other people can write better."

After working a year at the Auto Club of Southern California, Miss Smith switched to Smalley, Levitt & Smith in 1949 as a secretary. In 1951 she transferred to the agency's media and timebuying department and was given a chance to tackle the top post when the media director resigned.

Miss Smith has an apartment in Hollywood which she shares with her Siamese cat. "I hate housekeeping and cooking," she confides, explaining that she much prefers reading "best sellers" in fiction and listening to modern jazz—"better described as 'modern sounds'. Don't confuse it with Dixieland, please."

"REPRESENTED BY BOLLING"

IS LIKE STERLING

ON

SILVER

THE BOLLING COMPANY

STATION REPRESENTATIVES

NEW YORK
CHICAGO
BOSTON
LOS ANGELES
SAN FRANCISCO

Here are four new features that can mean more sales and profits for your radio station. Added to all the other big-name programming, merchandising and sales aids in RCA Thesaurus, these new features make Thesaurus your best transcription library buy.

No matter what your program need, Thesaurus has it! — music, sports, children's entertainment, specially recorded disc jockey programming.

RCA Thesaurus clicks in '56 with these new features:

1. GREAT AMERICAN WOMEN

An unusual series of 65 five-minute shows for women and about women — great Americans like Amelia Earhart and Helen Keller. Basil Rathbone narrates.

2. JAZZ AT THE PHILHARMONIC

A special bonus package of 100 selections on ten 12″ long-plays, featuring such jazz greats as Count Basie, Lionel Hampton and Gene Krupa. Over 100 voice tracks specially designed for DJ's, with Norman Granz doing the recorded dialogue about jazz and jazz-makers.

3. SELL-TUNES

Another merchandising plus. 100 newly recorded musical commercial lead-ins that put a lyrical punch into local selling for every kind of local sponsor — auto dealers, banks, supermarkets. Special DJ opening and closing themes, too.

4. SHOW-STOPPERS

Another no-cost programming EXTRA ...362 audience stoppers to brighten your DJ shows! 60 different characters! 16 hilarious dialects! All on 45 rpm records. Specially written lead-ins make your DJ part of the act.

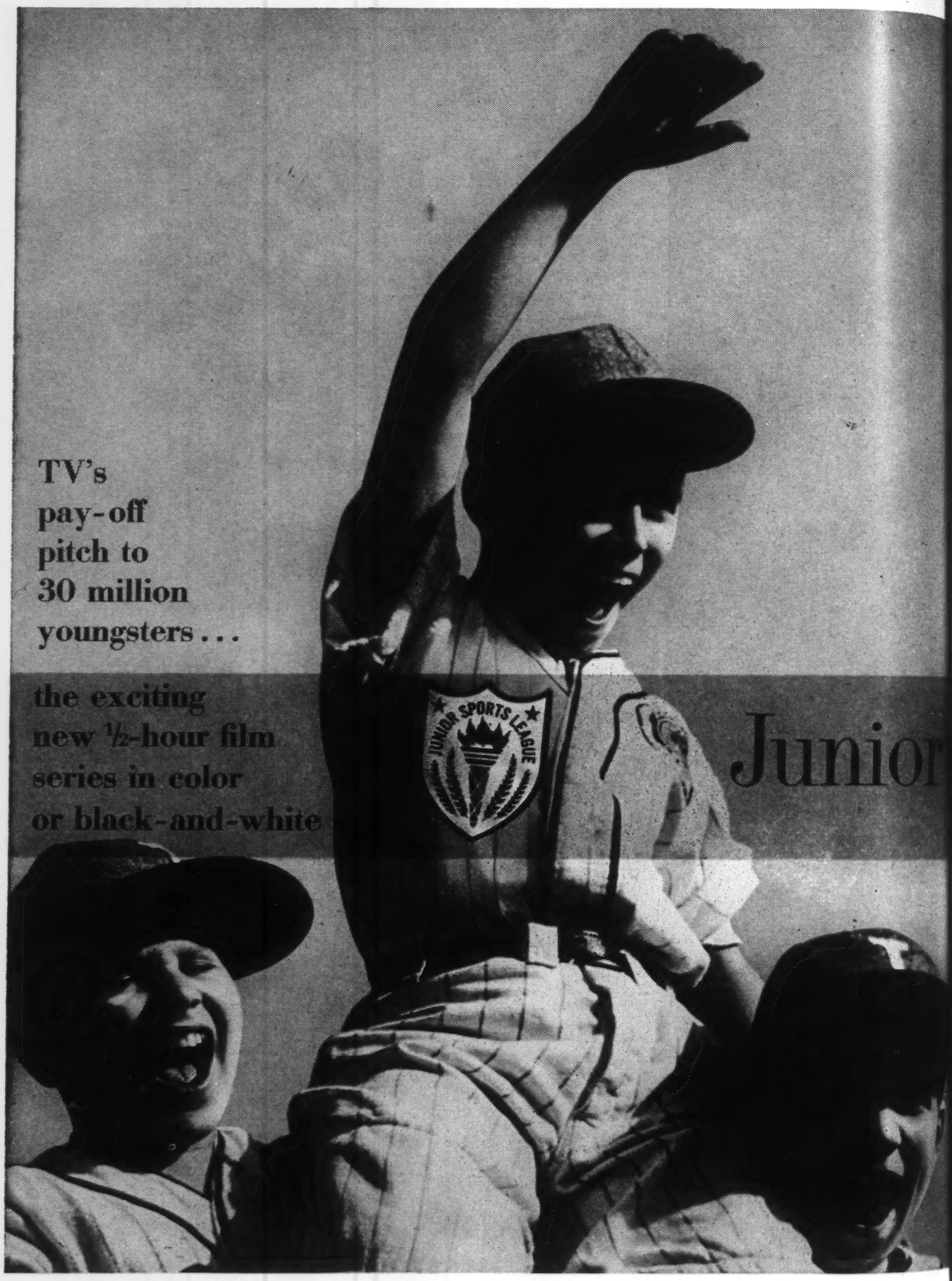
RCA KEY CLUB **Radio Broadcasters Attending NARTB Convention!**

Pick up your key to the RCA Thesaurus Key Club, Suite 600, Conrad Hilton Hotel, for a demonstration of how RCA Thesaurus can mean more profits for you.

RCA recorded program services

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-7200 / 445 N. Lake Shore Drive, Chicago, Ill., WHitehall 4-3530 / 522 Forsyth Building, Atlanta 3, Ga., LAmar 7703 / 1907 McKinney Avenue, Dallas 1, Texas, RIverside 1371 / 1016 N. Sycamore Avenue, Hollywood 38, Calif., OLdfield 4-1660. TMKS®

4 new profit features from RCA Thesaurus


TV's
pay-off
pitch to
30 million
youngsters . . .
the exciting
new ½-hour film
series in color
or black-and-white
JUNIOR SPORTS LEAGUE
Junior

JUNIOR SPORTS LEAGUE belongs to America's kids . . . all 30 million of them! Weekly half-hour television "club meetings" with baseball star Phil Rizzuto as National Sportsmaster offer these action-packed attractions:

- Sports lessons by America's champions. Big names, such as Bob Cousy, Frankie Frisch, Tom Gola, Jesse Owens.
- Biographies of America's idols — Babe Ruth . . . Knute Rockne . . . Connie Mack.
- Quiz games — viewers match wits with the experts.
- A complete package of fun and weekly surprises!

JUNIOR SPORTS LEAGUE is an exciting new departure in TV entertainment for sports-minded Young America. Week after week, month after month, the programs follow the sports calendar, covering every type of sport and game. Any boy or girl enrolled in a recognized national or local club can become a JSL member, complete with a valuable membership card. Once seen, JUNIOR SPORTS LEAGUE will keep drawing its young audience back with unswerving loyalty.

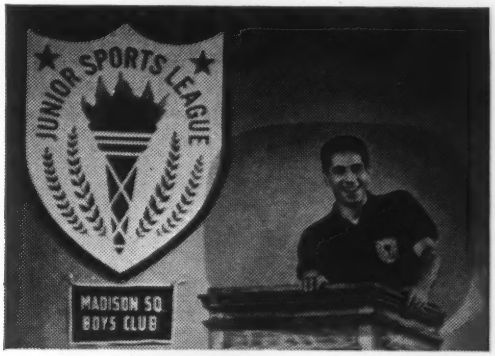
Sports League

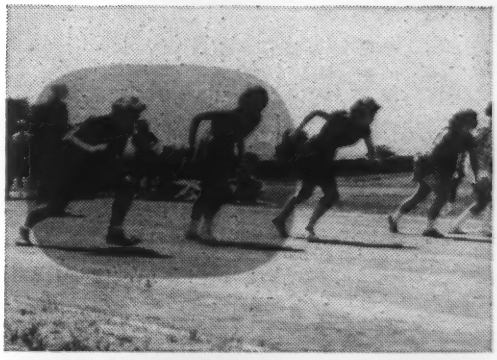
JUNIOR SPORTS LEAGUE provides sponsors with a ready-made juvenile market, putting them directly in touch with every boy and girl. Public service tie-ins and JSL support offer unique merchandising plusses and an opportunity to win community prestige.

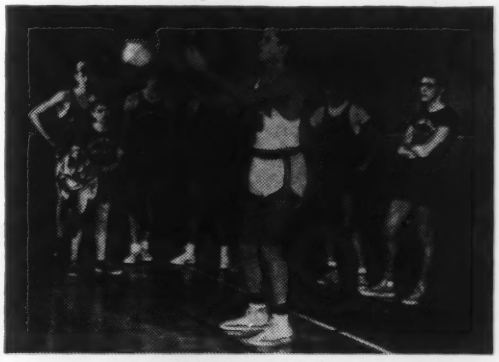
JUNIOR SPORTS LEAGUE, distributed exclusively by RCA Recorded Program Services, is available in color and black-and-white. For complete details, contact RCA Recorded Program Services today.

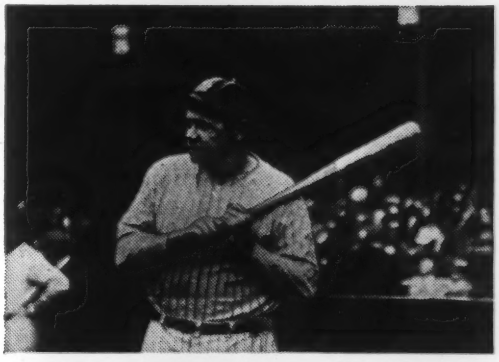
RCA recorded program services

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-2700 / 445 N. Lake Shore Drive, Chicago, Ill., WHitehall 4-3530 / 522 Forsyth Building, Atlanta 3, Ga., LAmar 7703 / 1907 McKinney Avenue, Dallas 1, Texas, RIverside 1371 / 1016 N. Sycamore Avenue, Hollywood 38, Calif., OLdfield 4-1660. TMKS®



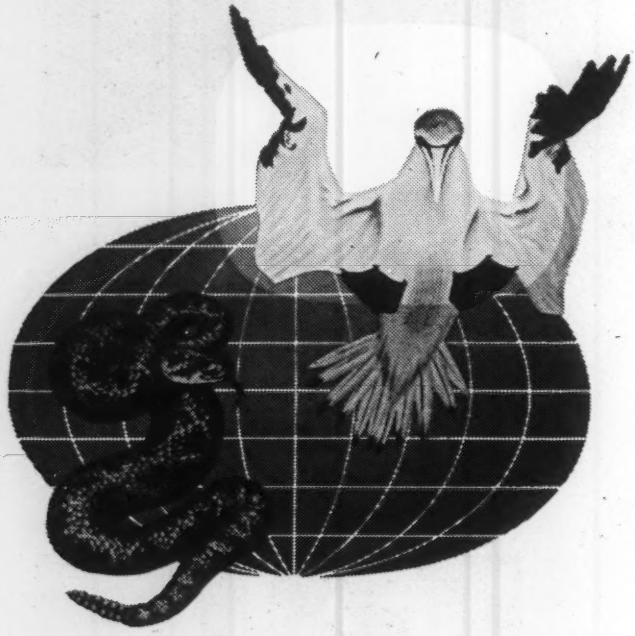






THE WORLD AROUND US

26 dramatic quarter-hours of nature's most startling adventures. They capture the imagination of young and old with rare, spectacularly filmed scenes of animals, birds, tornadoes, forest fires and other exciting phenomena of nature.



TOWN AND COUNTRY TIME

52 fast-moving quarter-hours featuring Jimmy Dean, The Texas Wildcats and other great, great country-style stars. Your opportunity to cash in on the mushrooming popularity of Country-and-Western music. Also 26 half-hours available in black-and-white only.

program for profit with RCA syndicated tv-film shows

RCA Recorded Program Services have the film programs you're looking for to keep your audiences building. Each one of them is available in color and black-and-white. Contact your local RCA Recorded Program Services Representative for details.

RCA recorded program services

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-2700 / 445 N. Lake Shore Drive, Chicago, Ill., WHitehall 4-3530 / 522 Forsyth Building, Atlanta 3, Ga., LAmar 7703 / 1907 McKinney Avenue, Dallas 1, Texas, RIverside 1371 / 1016 N. Sycamore Avenue, Hollywood 38, Calif., OLdfield 4-1660. TMK5-8

THE SAM SNEAD SHOW

39 five-minute golf shows with one of the great pros of all time, "Slammin'" Sammy Snead, explaining the do's and don't's of the game.

FOY WILLING AND THE RIDERS OF THE PURPLE SAGE

100 three-minute features, adaptable to five, fifteen and thirty-minute shows, starring Foy and the Riders of the Purple Sage in Western songs.

OPEN MIKE

Self Improvement

EDITOR:

A VERY FRIENDLY AND NICE ARTICLE ("HOLLYWOOD DRAFTS PRODUCTION CODE TO GUIDE FILM, LIVE TV PROGRAMMING," B•T, APRIL 9). WHATEVER THE OUTCOME OF THIS CODE, I INTEND TO USE EVERY MEANS IN MY POWER TO SHOW THAT THE SEGMENTS OF THE INDUSTRY WITH WHICH WE HAVE BEEN ASSOCIATED HAVE BEEN DEDICATED TO THE IDEA OF SELF IMPROVEMENT. THIS SORT OF CONSTRUCTIVE APPROACH TO THE PROBLEM WILL ALWAYS BE THE POLICY OF THE NATIONAL AUDIENCE BOARD AS LONG AS I AM CONNECTED WITH IT. I AM DELIGHTED TO HAVE IT ON THE RECORD THAT WE URGED ADOPTION OF THE NARTB CODE.

Peter Goelet, Pres.
National Audience Board
New York City

Good Guide

EDITOR:

". . . I use your annual [1956 BROADCASTING YEARBOOK-MARKETBOOK] as a station locator in connection with the automatic direction finder on my airplane."

R. F. Houston
Los Angeles

EDITOR:

Our activity has brought both your TELECASTING and BROADCASTING YEARBOOK-MARKETBOOKS to our attention.

Each is an exceedingly fine publication and most suitable for our purposes. We wondered if we might purchase copies of the latest annual editions.

F. J. Rodney, Div. Rep.
Public Relations—Advertising
Shell Oil Company
Minneapolis, Minn.

[EDITOR'S NOTE: You certainly may. Copies of these 400-plus page volumes are available at $3.00 each. The BROADCASTING edition is published every January; TELECASTING every August.]

RTES Seminars

EDITOR:

Now that the timebuying and selling seminar series, sponsored by the Radio & Television Executives Society, is completed for the season of 1955-56, please accept our sincere thanks for the splendid coverage you gave it.

We who served on the planning committee were extremely conscious of the fine treatment you gave the series. We thought of the 16 weeks of seminar meetings as a service to the younger members of the industry, and what you did to spread the good word and give recognition to the programs, the speakers and the panelists, certainly helped a great deal in making the activity worthwhile.

So on behalf of all the members of the committee, I want you to know how much we appreciate the swell job you did, and I hope you will pass our thanks along to the members of your fine staff who participated.

Frank E. Pellegrin
Vice President-Secretary
H-R Television Inc.
New York City

How Do You Figure?

EDITOR:

In reference to March 17 issue of *Business Week*, we are a little bit disturbed about the way the figures are handled in this particular article. The article states that the figures on radio are from B•T's estimates, but we believe they have twisted your figures a good bit in

ONE WILL DO!

Fast-stepping WBNS Radio waltzes away with the quality market in Columbus and Central Ohio. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 28 top Pulse-rated shows, WBNS puts *push* behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

abc radio

How many radios in this picture?

Count all those portables sitting in the sand. (Americans own millions of 'em.) Count all the car radios in the parking lot over there. (33 million cars have them.) The picture is clear . . . summertime is radio time. And this summer the hottest buys are segments on ABC.

Only $1,200 buys five minutes of *Whispering Streets* or *My True Story*. Just $1,300 gets you five minutes of *Breakfast Club*. (*In other words, you can get 13 summer weeks of network radio for only about $16,000!*) And ABC Radio can create for you a week-end saturation package . . . 15 to 20 programs per week end for only about $15,000! Proof of the value of week-end saturation is The Texas Company's *Week-End News* or U.S. Rubber Company's *It's Time*. Get all the facts now . . . in radio, summer is *peak* listening time!

network

RATE:
MON.
TUES.
WED.
THURS.
FRI.
SAT.
40
35
30
25
20
15
10
5
KTRK-TV
THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS — ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett
NATIONAL REPRESENTATIVES:
BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.
HOUSTON'S FIRST FAMILY...
KTRK-TV's Family of Firsts is reaching more of the big families — the buying families of Houston every day! First all week is Mickey Mouse Club, and each evening Warner Brothers, Wyatt Earp, Disneyland, Lone Ranger, Rin Tin Tin, and Lawrence Welk combine to give KTRK-TV a solid 36.1% in Full Family Viewing Time. For further information on KTRK-TV call us or Blair-TV.

trying to show local and national advertising dollars.

The 1955-1954 comparisons indicate a drop in total radio revenue from $564.9 million to $545.0 million, whereas the story indicates that time sales for radio all together were about $4 million above 1954. They seem to delight in showing the downward trend of network and spot radio, but do not make it plain that the spot figure fails to show the local time sold.

I realize they are comparing the national media but it does give our competition some ammunition when they can look at a chart and notice the decline of radio when really it's more on the national level rather than local.

George W. Patton, Gen. Mgr.
WBML Macon, Ga.

[EDITOR'S NOTE: Story in *Business Week*, "Total Advertising Dollars," quotes B•T's estimated figures for radio time sales in 1955 (1954 BROADCASTING YEARBOOK-MARKETBOOK) and notes that "local operations swelled to 61%—about $278 million of the $455 million." The graph Mr. Patton refers to as showing "a drop in total radio revenue from $564.9 million to $545.0 million" is based on data compiled by the central research department of McCann-Erickson for *Printer's Ink* and covers program and production costs as well as time charges. A table in *Business Week*, comparing "national media," uses B•T figures for national and regional networks and spot time sales, showing a total national advertising decline for the year, since local time sales, which B•T estimated as rising are not included.]

You Name It

EDITOR:

Will you please forward us 100 copies of "You Name It—Radio Can Sell It" . . .

Yours very truly,

John Burroughs, President
Universal Publicizers Inc.
Chicago

EDITOR:

Send us, please, 100 copies of "You Name It—Radio Can Sell It." Bill us. Thanks.

Frank E. Wimberly, Pres. & Gen. Mgr.
KWHW Altus, Okla.

[EDITOR'S NOTE: Copies of the eight-page reprint which contains reports of 81 successful radio campaigns conducted by local retailers are available at 25 cents a copy or $15 per hundred.]

In Review

EDITOR:

I'm tardy, but believe me sincere, in thanking you and B•T for the review of the Air Force Reserve radio show *Airtime* [B•T, March 26]. And it was especially gratifying to note that the review was favorable. That's sweet music to us—and the client loved it.

Harold Fair, Vice Pres.
In Charge of Television & Radio
Bozell & Jacobs, New York City

EDITOR:

Thank you very much for doing those two splendid pieces on *Project 20* [IN REVIEW, March 19, Jan. 2].

They were very fine and, believe me, we appreciate your enthusiasm as well as your interest in our programs.

Henry Salomon, Producer
NBC, New York

Unintentional Hort

EDITOR:

I have heard it said many times that one should be very happy about anything that is put in print as long as his name is spelled right. I do thank you very much for the publicity on our new facility [B•T, April 2], but gee whiz, you didn't spell my first name right. I'm sure you know after so many years that it's Mort and not Hort . . .

Mort Silverman, Gen. Mgr.
WMRY New Orleans, La.

[EDITOR'S NOTE: B•T regrets the unintentional renaming.]

WAPI gives you a Billion Dollar Market

The Birmingham trading area, the WAPI Area, consists of these 19 counties. Here live 1.3 Million people, 331,800 radio families, retail sales of $973,453,000 (you woudn't call us a liar for less than 2.7%, would you?)

WAPI AREA

Birmingham and around

In the Counties that Count

WAPI Leads MORNING AFTERNOON NIGHT

Average Share of Audience	Mon.-Fri.	Sat.	Sun.
WAPI NBC	23.3%	24.7%	21.7%
Birmingham B Network	21.7	15.3	18.0
Birmingham C Network	11.7	10.3	9.3
Birmingham Independent	9.0	9.5	6.5
Birmingham D Network	5.0	5.7	5.7

According to the Area Pulse Survey, just completed, WAPI is First in audience morning, afternoon, and night Monday through Saturday; First Sunday morning; First Sunday afternoon; Second Sunday night (only 2% off).

To get an adequate sample of this large market, Pulse used a basis of 149,600 quarter hour reports.

WAPI represented by John Blair & Co. Southeastern Representative, Harry Cummings

CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
in every
television market there
is one dominant station
...in Indianapolis
that station is
WISH-TV
channel 8
CBS
TELEVISION
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS

BROADCASTING TELECASTING

April 16, 1956 Vol. 50, No. 16

PROGRAM CRITICISMS, COLOR TO BE REVIEWED IN CHICAGO

About 4,000 delegates are expected as NARTB's 34th annual convention gets underway today. Though lacking some of the critical issues of past years, much attention will be focused on color tv developments as well as the wave of programming criticisms besetting both radio and television.

BROADCASTERS gathered in record numbers at the weekend as the annual NARTB convention activities opened in Chicago. The 34th annual convention, being held at the Conrad Hilton Hotel, moves through five days of activities that will cover the complete range of industry problems.

With record station membership as well as convention attendance—the total may reach 4,000, an alltime record—NARTB's agenda does not feature an outstanding or dramatic issue such as the network radio rate cuts and fee-tv developments of recent years.

Two interlocked problems confronted the convention as NARTB President Harold E. Fellows prepared to open formal proceedings Tuesday morning. First, tv and radio alike are facing an unprecedented critical storm at the hands of government and private groups and individuals. Second, Mr. Fellows and the combined boards must contend with a lack of industry unity stemming from the fact that around half of stations are not association members. It's likely Mr. Fellows will have something to say on these topics in his Wednesday address to the convention.

Following a series of Sunday meetings of network affiliates and other unofficial groups, the Monday program will take two phases—the Engineering Conference and a series of fm, tv, labor and other meetings (see nutshell agenda, page 44).

A scanning of NARTB convention traditions indicates that non-agenda items often become the dominant themes at the industry's annual meetings. That could happen this time, with color tv as the most likely sleeper. Opening of fulltime color service by WNBQ (TV) Chicago will command delegate attention, along with technical progress as reviewed in engineering papers.

Conventioneers will have ample opportunity to observe color progress, and discuss color vs. black-and-white, as they inspect network-owned station service during the convention. Tours of Chicago studios are listed during the five-day meeting.

The engineering agenda includes papers covering studio and transmitter operations and equipment, with a number of new developments to be unveiled. Color receivers will be covered along with color film reproduction and procedures for equipment tests. Mayor Richard Daley, of Chicago, has issued a "Color Week" proclamation.

The annual equipment and service exposition is found in three parts of the Conrad Hilton—heavy equipment in lower lobby, light equipment and services in fifth and sixth floor sample rooms, and NARTB-Advertising Council public service display in the Normandie Lounge and writing room on the mezzanine. Radio set manufacturers have a display of small receivers in the lower lobby under auspices of Radio-Electronics-Tv Mfrs. Assn.

American Heritage Foundation has a voting machine located in the public service display. A poll is being taken of delegates' views on current political issues, particularly the Presidential campaign. Results will be announced Thursday.

Association membership is at a peak as the convention gets under way. Total membership is 2,060 comprising 300 tv members, 68% of 444 stations on the air; 1,310 am members, 45% of 2,837 stations on the air; 325 fm members, 60% of 539 stations on the air, and 125 associate members. In addition, there are 278 subscribers to the tv code (member and nonmember stations are eligible), or 62% of all tv stations.

Members of the convention Resolutions Committee are F. C. Sowell, WLAC Nashville, chairman; Otto Brandt, KING Seattle; James L. Howe, WIRA Fort Pierce, Fla.; Allen L. Haid, WSPD-TV Toledo; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Harry Burke, KFAB Omaha; Merle Tucker, KGAK Gallup, N. M.

On the Credentials Committee are Lennox Murdock, KSL-TV Salt Lake City, chairman; A. James Ebel, KOLN-TV Lincoln, Neb.; Sam A. Burk, KIRX Kirksville, Mo.; Henry W. Slavick, WMCT (TV) Memphis; Ray V. Eppel, KORN Mitchell, S. D.; Gerald Harrison, WMAS Springfield, Mass.; Fred Knorr, WKMH Dearborn, Mich.

Members of the Engineering Conference Committee are Willard J. Purcell, WGY Schenectady, N. Y., chairman; Raymond F. Guy, NBC New York; Phil Hedrick, WSJS Winston-Salem, N. C.; T. C. Kenney, KDKA Pittsburgh; William B. Lodge, CBS-TV; Frank Marx, ABC; C. G. Nopper, WMAR-TV Baltimore; A. D. Smith Jr., DuMont, New York; Orrin W. Towner, WHAS Louisville. A. Prose Walker is manager of the NARTB Engineering Dept.

The fm meeting will be held at 10 a.m. Monday. Mr. Fellows will welcome fm station delegates, with H Quenton Cox, KQFM (FM) Portland, Ore., presiding.

A television business session will be held in the afternoon. Clair R. McCollough, WGAL-TV Lancaster, Pa., will preside and Judge Justin Miller, NARTB consultant and past board chairman, will conduct the election of

FELLOWS GREETS THE CONVENTIONEERS

EVERY YEAR as the broadcasting industry continues to mushroom in size and influence, NARTB grows with it and our conventions increase in numbers and importance. From all indications, this year is no exception.

Those who love the challenge of meeting a good problem or two are in the right business for we in broadcasting have our share of those and perhaps more than our share of outside "experts" who have discovered that a surefire way to get in the press limelight is to criticize broadcasting. We're going to air some of those problems at the convention and see if we can't get them in their proper perspective.

But if we have problems, we also have accomplishments and we hope that the convention will remind us of the great good we are doing and send us home with renewed and refreshed pride. For example, more than 40 government agencies and private public service organizations have set up special exhibits to dramatize their campaigns and broadcasting's role in supporting them. The special exhibit will have as its theme: "Broadcasters—You Can Be Proud of Your Service to America."

As always, a highlight of the convention will be the exhibits of equipment and services. This year our exhibitors have outdone themselves in making available for your inspection the latest miracles in the electronics field. They are certainly worth every free hour a broadcaster can give them.

Our broadcasting engineering conference has taken on such importance that we have expanded it to three days this year, with one full day devoted to the complex subject of color television.

MR. FELLOWS

The management conference is loaded with vitally important subjects and outstanding speakers and panels, including the popular session which has as its participants all the members of the Federal Communications Commission.

We hope that the convention will be the means for achieving new unity among broadcasters and through that unity greater prosperity and increased respect from the public we serve.

IN A NUTSHELL: THE NARTB CONVENTION AND BROADCAST EQUIPMENT EXPOSITION

CONVENTION AGENDA

(All events at the Conrad Hilton Hotel)

SUNDAY, April 15

7 a.m. (to 7 p.m.)—Registration, Lower Lobby.
12 noon—Exhibits Open, Exhibition Hall and 5th and 6th floors.

MONDAY, April 16

7 a.m. (to 7 p.m.)—Registration, Lower Lobby.
9 a.m.—Exhibits open.
9 a.m.—Engineering conference, Waldorf Room.
10 a.m.—Fm session, Williford Room.
12:30 p.m.—Special Engineering conference luncheon, Boulevard Room.
2:30 p.m.—Television business session, Williford Room.
4 p.m.—Labor clinic, Williford Room.

TUESDAY, April 17

7 a.m. (to 7 p.m.)—Registration, Lower Lobby.
9 a.m.—Exhibits open.
10:30 a.m.—Joint Management-Engineering conferences (keynote address awards), Grand Ballroom.
12:30 p.m.—Joint luncheon, FCC Chairman George C. McConnaughey, Grand Ballroom.
2:45 p.m.—Joint session, Freedom of Information presentation, Williford Room.
3:30 p.m.—FCC panel, Williford Room.
6:30 p.m. — Engineering reception, Grand Ballroom.

WEDNESDAY, April 18

(Television Day for Management, Radio Day for Engineering)

8 a.m.—Wage-Hour breakfast, Boulevard Room.
9 a.m. (to 5 p.m.)—Registration, Lower Lobby.
9 a.m.—Exhibits open.
9:30 a.m.—Engineering conference, Waldorf Room.
10 a.m.—Management conference, Williford Room. (10:20 a.m., NARTB Television Code; 10:50 a.m., Television Film Forum; 11:40 a.m., Color Television Forum).
12:45 p.m.—Luncheon, NARTB President Harold E. Fellows, Grand Ballroom.
2:15 p.m.—Political Telecast Forum, Williford Room.
3:30 p.m. — Television Bureau of Adv., Grand Ballroom.
7:30 p.m.—Radio Pioneers dinner, Grand Ballroom.

THURSDAY, April 19

(Radio Day for Management, Television Day for Engineering)

9 a.m. (to 5 p.m.)—Registration, Lower Lobby.
9 a.m.—Exhibits open.
9:30 a.m.—Engineering conference, Waldorf Room.
10 a.m.—Management conference, Grand Ballroom. ("The Future of Radio Audience Measurement," "It's Your Decision," "Selling Your Salesmen," "The Schofield 7.")
12:30 p.m.—Radio Week Rally.
12:45 p.m.—Luncheon (speaker to be announced) and business session, Grand Ballroom.
2:45 p.m.—Radio Adv. Bureau, Williford Room.
6 p.m.—Annual convention reception, Williford Room.
7:30 p.m. — Annual convention banquet, Grand Ballroom.

NON-CONVENTION ACTIVITY

SUNDAY, April 15

9:30 a.m. — BROADCASTING • TELECASTING Golf Tournament, Midwest Country Club, Hinsdale, Ill.
10 a.m.—MBS affiliates meeting, Beverly Room.
10 a.m.—BMI board meeting and luncheon, Room 14 (fourth floor).
10 a.m.—Assn. for Professional Broadcasting Education meeting and luncheon, Room 18 (fourth floor).
12:15 p.m. — MBS luncheon, Williford Room.
2 p.m.—MBS affiliates meeting, Beverly Room.
2 p.m.—ABC affiliates meeting, Waldorf Room.
3 p.m.—ABC radio affiliates, Waldorf Room.
3 p.m.—ABC-TV affiliates, Williford Room.
5 p.m.—ABC reception, Williford Room.
6 p.m.—Walter Schwimmer Co. reception. Room 18 (fourth floor).
8 p.m.—Competitive Tv, Lower Tower.

MONDAY, April 16

9 a.m.—APBE meeting and luncheon, Room 14 (fourth floor).
9:30 a.m.—Clear Channel Broadcasting Service meeting, Bel Air Room.
4 p.m.—Community Broadcasters Assn. meeting, Lower Tower.
6 p.m.—MCA-TV reception and dance, Grand Ballroom.
6:30 p.m.—BMI-NARTB dinner (by invitation only), Sarah Siddons Walk, Ambassador East Hotel.

TUESDAY, April 17

8 p.m.—Tours of WNBQ (TV) and WBBM-TV facilities.

WEDNESDAY, April 18

8 a.m.—Wage & Hour breakfast (also on convention agenda), Boulevard Room.
4:30 p.m.—Advertising Council — NARTB board of directors meeting, news conference, Normandie Lounge.
6 p.m.—Film Producers' reception, Williford Room.
7:30 p.m.—Radio Pioneers dinner (also on convention agenda), Grand Ballroom.

B•T HEADQUARTERS: Suite 706-A in the Conrad Hilton Hotel. Representing the magazine will be Sol Taishoff, Maury Long, Ed James, Win Levi, Kenneth Cowan, Warren Middleton, Ed Sellers, Frank Beatty, Rufus Crater, Bruce Robertson, Don West, John Osbon, Gladys Hall and Barbara Kolar.

seven new tv directors. Twelve radio directors, elected during the winter, take office during the convention, eight of them being new members (see biographies of new members, this issue).

NARTB's first convention labor clinic will be held at 4 p.m. MCA-TV will hold a reception and dance at 6 p.m. The annual BMI dinner will be held in the evening.

Robert E. Kintner, ABC president, will receive the annual keynote award and deliver the convention's keynote address at a joint management-engineering session Tuesday. Engineering delegates will take part in all Tuesday management events, including the luncheon at which FCC Chairman George C. McConnaughey will be speaker. The entire FCC will take part in a Tuesday afternoon panel discussion to be led by Mr. Fellows. Preceding the panel, John Daly, ABC vice president, will be presented a freedom of information citation. An engineering reception will wind up the day's formal program.

First event Wednesday is an NARTB wage-hour breakfast at 8 a.m. Engineering delegates will hold a separate radio program Wednesday, with management delegates taking up tv topics. Main tv events are an NARTB Tv Code discussion led by G. Richard Shafto, WIS-TV Columbia, S. C., code chairman, and Edward H. Bronson, code affairs director. Mr. Fellows addresses a joint luncheon.

A political telecast forum in the afternoon will include James C. Hagerty, news secretary to President Eisenhower, and J. Leonard Reinsch, executive director of the Cox stations, with an open panel following. Television Bureau of Advertising will conduct a spot sales clinic. The Radio Pioneers Dinner will be held at 7:30 p.m., following a reception under the auspices of film producers.

Thursday will be television day for engineering delegates and radio day for the management group. The morning management program includes talks on audience measurement, radio standards, sales and promotion, plus a National Radio Week rally. Speaker at the joint Thursday luncheon will be Mayor H. Roe Bartle, of Kansas City, Mo., widely known public speaker and subject of a recent article in the *Saturday Evening Post*.

Feature of the afternoon management program will be a sales clinic directed by Radio Advertising Bureau. The annual reception and banquet will be held that evening, winding up the convention events.

A feature of the Tuesday luncheon, besides Chairman McConnaughey's talk, will be the appearance of Dennis P. Longwell, of Herrin, Ill., one of the four winners of the 1955-56 Voice of Democracy contest.

In a statement to B•T (see page 43), President Fellows said that while the industry is currently beset with problems and is under attack from many sources, it can point proudly to many public service achievements. He urged delegates to take in the special NARTB-Advertising Council display. He called for achievement of "new unity" in the industry.

Members of the NARTB Radio Board whose terms expire with the convention are E. R. Vadeboncoeur, WSYR Syracuse, N. Y., District 2; James H. Moore, WSLS Roanoke, Va., District 4 (re-elected); Henry B. Clay, KWKH Shreveport, La., District 6 (Radio Board chairman); Robert B. McConnell, WISH Indianapolis, District 8; E. K. Hartenbower, KCMO Kansas City, District 10 (Radio Board vice-chairman); Cy Casper, WBBZ Ponca City, Okla., District 12; Walter E. Wagstaff, KIDO Boise, Idaho, District 14 (re-elected); Calvin

B•T'S CONVENTION ADVANCE CONTINUES ON PAGE 134.

$880 MILLION A YEAR IN NATIONAL TV BILLING

A NEW DIMENSION is added to advertising today: national advertising expenditures for television time, now available for the first time on a comparable basis to national advertising expenditures for newspaper and magazine space.

Credit for this long-awaited achievement goes to Television Bureau of Advertising, whose initial report, covering the fourth quarter of 1955, shows that 3,017 advertisers spent more than $100 million for spot television time (at gross rates, comparable to the figures reported by other national media) during that period.

Combining the TvB spot tv statistics with Publishers Information Bureau records of advertising expenditures for tv network time ($116 million during the same three months), B•T herewith presents the first comprehensive published report of television's national advertising revenue.

NATIONAL ADVERTISERS, in the final quarter of 1955, were buying tv time—spot and network—at the rate of more than $880 million a year. By now, that figure is probably considerably larger. And it does not include the sizable sum being spent for tv advertising on the local level, which is estimated as accounting for better than 20% of tv's total time sales.

The national advertising expenditures for tv time were calculated by B•T on the basis of figures on individual advertiser expenditures in national and regional spot television during the fourth quarter of last year provided by Television Bureau of Advertising, and for their purchases of network time compiled by Publishers Information Bureau. Both sets of figures are gross; that is, they are based on time sales at the one-time rate, before discounts of any kind. Both are for time costs only, with talent and production charges not included.

PIB has long kept count of the gross revenue of the tv networks from the sale of time to national advertisers. But today (Monday) for the first time in broadcast history, TvB is making available comparable data for spot television, filling a long-felt need in advertising research and providing for television data still not available for radio. The TvB spot figures include a total for the last three months of 1955, individual expenditures by the top 200 tv spot clients for tv time during that quarter-year, a list of spot tv advertisers ranked by TvB from 201 to 500, and a breakdown of the total spot tv time sales by products and services.

Spot television, during the October-December 1955 period, had gross time sales of $103,872,000 to 3,017 advertisers, TvB reports. Network television in the same period sold $116,336,797 worth of time (at gross rates) to 247 clients, according to PIB data. Combining the two totals gives a figure of $220,208,797 for the three-month period, during which advertising expenditures for spot and network tv were being made at the rate of $880,835,188 per year.

In releasing the spot tv figures, Oliver Treyz, president of TvB, announced that the organization will continue to issue quarterly reports of advertiser-by-advertiser billings, to fill "two pressing industry needs: to put tv spot billings into focus so that they may be compared to those already regularly reported for newspaper, magazine and network television activity, and to put tv spot billings into focus, by advertiser, so that each will have a basic accurate and continuing knowledge of overall and competitive activity."

Mr. Treyz explained that the TvB estimates are based on reports of tv spot activity submitted by 267 stations regularly viewed by 97% of the nation's tv homes which account for 90% of total U. S. tv viewing, according to a check made Jan. 15-21, 1956, by A. C. Nielsen Co. N. C. Rorabaugh Co., using Nielsen facilities, converted the station reports of spot business to dollar figures by multiplying the time used by the one-time rate.

"To check the accuracy of the estimates," Mr. Treyz noted, "113 advertisers—whose actual fourth-quarter net spot tv expenditures were $25,644,000—submitted confidential reports to TvB. With respect to these 113 advertisers, TvB's estimated gross is 3% higher than the actual net. Since discounts run considerably more than that 3%, it can be seen that TvB's estimates are conservative."

As a further check on the accuracy of its data, TvB obtained from 69 tv stations advertiser-by-advertiser and brand-by-brand reports of net billings for the 250 top spot advertisers, accounting for more than a fourth of all tv spot billings. The net, compared to TvB's estimated gross, represents a discount of 23%. The project was under the direction of Leon Arons, TvB director of research.

Procter & Gamble Co. in the final quarter of 1955 was the top user of tv time on the national level, heading both the spot and the network lists for a combined gross tv time expenditure of $13,246,332 for the quarter, nearly twice as much as was spent by General Motors Corp., which ranked second with a combined spot-network tv time total of $6,942,234.

Food and grocery products secured more tv spot advertising than any other of the 31 categories into which TvB divided total spot tv time purchases for 1955's final quarter, with more than $27 million spent by this group alone, nearly $18 million ahead of the beer-and-wine advertisers, who ranked second with $9.4 million. (See table, page 56.)

Tv's top 200 national advertisers for the last three months of 1955 are listed in order of their total tv time purchases on the next two pages, together with the dollar figures for their expenditures for tv spot and network time. The top 200 tv spot advertisers and the top 200 tv network clients, with their expenditures, are similarly tabulated on subsequent pages.

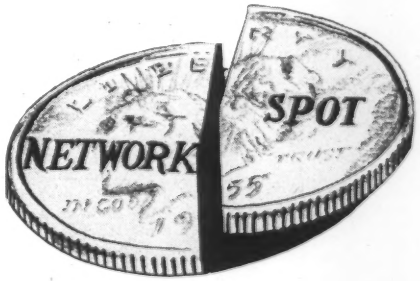
This represents the first full estimate of national television gross business.

TvB's Oliver Treyz

TvB's SPOT BILLING ESTIMATES COMPLETE NATIONAL TV DOLLAR

Until now, tv has been shortchanged by nearly 50% in national statistics

In comparisons of total national billings in leading media, television and radio have long suffered from a short count. While total estimates have been available for magazines, farm publications, national newspaper supplements and daily newspapers, only estimates of network billings have been available for tv and radio. This has meant that almost half of tv's national business has been uncounted, *e.g.*, in the last quarter of 1955 network gross billings were $116 million, spot gross billings—according to the new computations of TvB—were $104 million. Similar estimates for spot radio still are not available or in prospect.



CONTINUED ▶

THE TOP 200 TV

Rank	Advertiser	Gross Tv Time Purchases Final Quarter 1955 Spot	Network	Total
1	Procter & Gamble	$4,064,600	$9,181,732	$13,246,332
2	General Motors	1,423,700	5,518,534	6,942,234
3	Colgate-Palmolive	1,231,000	4,701,090	5,932,090
4	Chrysler	558,100	5,355,754	5,913,854
5	General Foods	2,004,000	3,864,574	5,868,574
6	Ford Motor	1,746,800	2,537,298	4,284,098
7	R. J. Reynolds	550,100	3,599,768	4,149,868
8	Whitehall Pharmacal	252,300	3,142,421	3,394,721
9	General Mills	349,800	2,902,150	3,251,950
10	Brown & Williamson	2,739,100	496,749	3,235,849
11	American Tobacco	[b]50,000	2,952,861	[b]3,002,861
12	Liggett & Myers	902,100	2,008,006	2,910,106
13	Lever Brothers	394,100	2,236,321	2,630,421
14	Kellogg	1,199,300	1,316,097	2,515,397
15	Miles Labs	1,561,400	926,901	2,488,301
16	General Electric	182,500	2,029,409	2,391,909
17	Gillette	[c]35,000	2,258,740	[c]2,293,740
18	Sterling Drug	1,893,000	398,618	2,291,618
19	Coca-Cola	835,300	1,125,680	1,960,980
20	Toni	436,800	1,502,171	1,938,971
21	Pillsbury Mills	306,100	1,493,651	1,799,751
22	Bristol-Myers	252,300	1,460,195	1,712,495
23	Campbell Soup	763,100	892,000	1,655,100
24	Nestle	961,600	651,132	1,612,732
25	P. Lorillard	260,900	1,295,886	1,556,786
26	National Biscuit	1,158,500	394,023	1,552,523
27	Borden	286,200	975,533	1,261,733
28	Robert Hall Clothes	1,245,500	....	1,245,500
29	Bulova Watch	1,238,900	....	1,238,900
30	Scott Paper	[b]50,000	1,187,977	[b]1,237,977
31	Philip Morris	1,175,700	7,500	1,183,200
32	Westinghouse	[b]50,000	1,099,210	[b]1,149,210
33	Warner-Lambert	755,200	391,716	1,146,916
34	Kraft Foods	[a]90,000	1,001,750	[a]1,091,750
35	Charles Antell	217,800	855,997	1,073,797
36	S. C. Johnson & Son	....	1,002,595	1,002,595
37	Revlon	[b]50,000	951,876	[b]1,001,876
38	Armour & Co.	289,500	709,754	999,254
39	Vick Chemical	665,600	257,429	923,029
40	Standard Brands	265,100	631,050	896,150
41	Block Drug	879,900	15,000	894,900
42	Anahist	887,800	....	887,800
43	Continental Baking	609,000	277,595	886,595
44	Johnson & Johnson	454,600	425,585	880,185
45	CBS-Columbia	401,000	452,392	853,392
46	Carnation	183,500	664,277	847,777
47	H. J. Heinz	304,000	526,594	830,594
48	American Chicle	247,400	562,972	810,372
49	Schick	....	809,221	809,221
50	Sunbeam	[c]35,000	747,907	[c]782,907
51	RCA	323,300	436,763	760,063
52	Serutan	....	757,259	757,259
53	Chesebrough-Ponds	414,700	336,855	751,555
54	Sheaffer Pen	....	742,821	742,821
55	Schlitz Brewing	122,200	608,259	730,459
56	American Motors	[b]50,000	672,988	[b]722,988
57	Harold F. Ritchie	703,300	....	703,300
58	E. I. du Pont	356,700	345,345	702,045
59	Alcoa	....	677,571	677,571
60	Ralston Purina	117,200	559,740	676,940
61	Shulton	600,000	73,025	673,025
62	Coty	672,800	....	672,800
63	Mennen	180,100	490,143	670,243
64	Wildroot	341,300	323,043	664,343
65	Grove Labs	419,000	243,745	662,745
66	Sperry Rand	....	658,643	658,643
67	Dow Chemical	....	638,739	638,739
68	Motorola	592,200	45,342	637,542
69	Gulf Oil	....	636,506	636,506
70	Anheuser-Busch	263,000	363,177	626,177
71	Corn Products Refining	417,300	202,411	619,711
72	Pabst Brewing	294,200	310,778	604,978
73	Carter Products	319,200	284,160	603,360
74	Fla. Citrus Comm.	598,500	....	598,500
75	Sylvania	....	582,915	582,915
76	Ronson	....	581,080	581,080
77	Goodyear	....	579,093	579,093
78	Simoniz	122,100	446,001	568,101
79	Peter Paul	567,900	....	567,900
80	Sweets Co.	[b]50,000	512,606	[b]562,606
81	American Dairy Assn.	[c]35,000	524,947	[c]559,947
82	Best Foods	241,300	312,865	554,165
83	Esso Standard Oil	553,600	....	553,600
84	Prudential Insurance	....	551,965	551,965
85	Seven-Up	399,600	141,892	541,492
86	National Dairy Prod.	[a]90,000	446,160	[a]536,160
87	Eastman Kodak	....	536,070	536,070
88	Pet Milk	....	534,900	534,900
89	Minute Maid	466,700	58,250	524,950
90	Swift & Co.	[a]90,000	434,449	[a]524,449
91	B. T. Babbitt	492,500	30,697	523,197
92	Helaine Seager	522,500	....	522,500
93	Lehn & Fink	....	517,083	517,083
94	Texas Co.	....	480,774	480,774
95	Wesson & Snow Drift	267,200	207,670	474,870

EXPLANATION

Source of spot time purchases: Television Bureau of Advertising.
Source of network time purchases: Publishers Information Bureau.

[a] Companies ranked by TvB as 201-300 among spot tv advertisers in last quarter of 1955, with individual expenditures ranging between $65,250 and $117,180. TvB did not specify tv spot time purchases of individual companies, so B•T arbitrarily assigned a $90,000 figure to each advertiser in this group.

[b] Companies ranked by TvB as 301-400 among spot tv advertisers, with spot time purchases between $40,080 and $64,510, put by B•T at $50,000 each.

[c] Companies ranked by TvB as 401-500, with spot time purchases between $27,100 and $40,070, put by B•T at $35,000 each.

SPENDERS

THIS list of top tv advertisers was compiled by B•T from data on leading tv spot advertisers provided by TvB (see also, page 48) and data on leading tv network advertisers supplied by PIB (see also, page 50). All figures cover gross time purchases made during the fourth quarter of 1955.

Rank	Advertiser	Gross Tv Time Purchases Final Quarter 1955 Spot	Network	Total
96	Helena Rubinstein	466,600	....	466,600
97	U. S. Steel	....	465,360	465.360
98	Shell Oil	464,800	....	464,800
99	Admiral	....	463,855	463,855
100	General Cigar	148,600	314,553	463,153
101	Pharmaceuticals Inc.	226,800	232,020	458,820
102	Wine Corp. of America	....	458,399	458,399
103	Monsanto Chemical	122,800	332,635	455,435
104	Better Living Enterpr.	453,900	....	453,900
105	P. Ballantine & Sons	446,700	....	446,700
106	Studebaker-Packard	[c]35,000	408,854	[c]443,854
107	Falstaff Brewing	354,900	86,232	441,132
108	Hazel Bishop	148,600	292,467	441,067
109	Reynolds Metals	....	436,335	436,335
110	Firestone	....	435,935	435,935
111	Northern Paper Mills	430,400	....	430,400
112	Pepsi-Cola	428,000	....	428,000
113	J. A. Folger	424,300	....	424,300
114	Armstrong Cork	....	421,550	421,550
115	Amana Society	....	413,627	413,627
116	Piels Bros.	407,900	....	407,900
117	Tea Council of U. S. A.	403,300	....	403,300
118	Thomas J. Lipton	164,400	237,000	401,400
119	Paper-Mate Co.	185,800	215,232	401,032
120	General Baking	395,200	....	395,200
121	Roto-Broil	[a]90,000	309,962	[a]392,962
122	Quaker Oats	[b]50,000	342,112	[b]392,112
123	Mars Inc.	181,200	200,445	381,645
124	Brillo Mfg.	[c]35,000	346,140	[c]381,140
125	Beechnut Packing	258,300	120,655	378,955
126	Sales Builders	368,300	....	368,300
127	Plough Inc.	367,000	....	367,000
128	Theo. Hamm Brewing	274,200	91,998	366,198
129	Stokely-Van Camp	364,500	....	364,500
130	S.O.S. Co.	[a]90,000	269,055	[a]359,055
131	CVA Corp.	355,200	....	355,200
132	Hills Bros.	250,200	104,593	354,793
133	Avco Mfg.	....	353,660	353,660
134	American Home Foods	254,600	94,779	349,379
135	Safeway Stores	343,700	....	343,700
136	Petri Wine	337,200	....	337,200
137	Benrus Watch	324,300	....	324,300
138	National Carbon	173,600	148,740	322,340
139	Socony-Mobiloil	320,500	....	320,500
140	Singer Mfg.	....	317,790	317,790
141	Sunshine Biscuit	315,900	....	315,900
142	Standard Oil (Ind.)	182,100	129,753	311,853
143	Parker Pen	[c]35,000	273,954	[c]308,954
144	Salada Tea	308,600	....	308,600
145	Helene Curtis	[a]90,000	214,972	[a]304,972
146	Intl. Cellucotton	[a]90,000	213,202	[a]303,202
147	San Francisco Brewing	300,600	....	300,600
148	Wrigley	[a]90,000	209,430	[a]299,430
149	Avon Products	296,700	....	296,700
150	Norwich Pharmacal	166,900	126,415	293,315
151	Lee Ltd.	266,200	22,197	288,397
152	A & P	286,800	....	286,800
153	Commercial Solvents	286,100	....	286,100
154	Ciba Co.	....	278,460	278,460
155	Wander Co.	[c]35,000	239,122	[c]274,122
156	Maytag	....	273,990	273,990
157	Emerson Drug	122,700	150,608	273,308
158	Gold Seal	[a]90,000	182,150	[a]272,150
159	Hallmark Cards	....	267,240	267,240
160	Pacific Tel. & Tel.	265,700	....	265,700
161	Pacific Coast Borax	265,500	....	265,500
162	Purex	....	265,452	265,452
163	New York Tel. Co.	265,000	....	265,000
164	Brewing Corp. of Amer.	264,800	....	264,800
165	Speidel	....	264,402	264,402
166	Los Angeles Brewing	258,300	....	258,300
167	Whirlpool-Seeger	....	257,157	257,157
168	E. & J. Gallo Winery	256,800	....	256,800
169	Hawley & Hoops	253,700	....	253,700
170	Proctor Electric	251,900	....	251,900
171	Brown Shoe	246,800	....	246,800
172	Elgin National Watch	....	244,980	244,980
173	Knomark Mfg.	[c]35,000	206,743	[c]241,743
174	Cantrell & Cochrane	240,300	....	240,300
175	Aluminium Ltd.	....	239,459	239,459
176	American Bakeries	236,800	....	236,800
177	Jacob Ruppert Brewery	236,000	....	236,000
178	Lanolin Plus	....	235,278	235,278
179	Pharma-Craft	230,800	....	230,800
180	Converted Rice	182,600	67,840	230,440
181	Liebmann Breweries	229,400	....	229,400
182	Olin Mathieson Chem.	....	229,085	229,085
183	Eastern Guild	227,300	....	227,300
184	Gerber Products	....	227,248	227,248
185	U. S. Tobacco	224,300	....	224,300
186	Manhattan Corp.	[c]35,000	190,521	[c]225,521
187	Smith Bros.	220,000	....	220,000
188	Armstrong Rubber	220,000	....	220,000
189	State Farm Mutual	....	217,326	217,326
190	Andrew Jergens	....	216,525	216,525
191	Cluett Peabody	....	216,203	216,203
192	Mrs. Tuckers Foods	214,200	....	214,200
193	Albers Milling	208,600	....	208,600
194	Griffin Mfg.	208,500	....	208,500
195	Ratner Promotions	207,700	....	207,700
196	Rayco Mfg.	203,900	....	203,900
197	Ward Baking	201,900	....	201,900
198	Tv Time Foods	....	200,638	200,638
199	S. F. Whitman & Son	200,400	....	200,400
200	Lewis Food Co.	199,100	....	199,100

CONTINUED ▶

NATIONAL TV ADVERTISING ▶

TvB'S TOP 200 IN SPOT

Rank	Advertiser	Estimated Gross Time Purchases Last Quarter 1955
1	Procter & Gamble	$4,064,600
2	Brown & Williamson	2,739,100
3	General Foods	2,004,000
4	Sterling Drug	1,893,000
5	Ford Motor	1,746,800
6	Miles Labs	1,561,400
7	General Motors	1,423,700
8	Robert Hall Clothes	1,245,500
9	Bulova Watch	1,238,900
10	Colgate-Palmolive	1,231,000
11	Kellogg	1,199,300
12	Philip Morris	1,175,700
13	National Biscuit	1,158,500
14	Nestle	961,600
15	Liggett & Myers	902,100
16	Anahist	887,800
17	Block Drug	879,900
18	Coca-Cola	835,300
19	Campbell Soup	763,100
20	Warner-Lambert Pharm.	755,200
21	Harold F. Ritchie	703,300
22	Coty	672,800
23	Vick Chemical	665,600
24	Continental Baking	609,000
25	Shulton	600,000
26	Fla. Citrus Comm.	598,500
27	Motorola	592,200
28	Peter Paul	567,900
29	Chrysler	558,100
30	Esso Standard Oil	553,600
31	R. J. Reynolds	550,100
32	Helaine Seager	522,500
33	B. T. Babbitt	492,500
34	Minute Maid	466,700
35	Helena Rubinstein	466,600
36	Shell Oil	464,800
37	Johnson & Johnson	454,600
38	Better Living Enterpr.	453,900
39	P. Ballantine	446,700
40	Toni	436,800
41	Northern Paper Mills	430,400
42	Pepsi-Cola	428,000
43	J. A. Folger & Co.	424,300
44	Grove Labs	419,000
45	Corn Products Refining	417,300
46	Chesebrough-Ponds	414,700
47	Piels Bros.	407,900
48	Tea Council	403,300
49	CBS-Columbia	401,000
50	Seven-Up	399,600
51	General Baking	395,200
52	Lever Brothers	394,100
53	Sales Builders	368,300
54	Plough Inc.	367,000
55	Stokely-Van Camp	364,500
56	E. I. Du Pont	356,700
57	CVA Corp.	355,200
58	Falstaff Brewing	354,900
59	General Mills	349,800
60	Safeway Stores	343,700
61	Wildroot	341,300
62	Petri Wine	337,200
63	Benrus Watch	324,300
64	RCA	323,300
65	Socony-Mobil Oil	320,500
66	Carter Products	319,200
67	Sunshine Biscuit	315,900
68	Salada Tea	308,600
69	Pillsbury Mills	306,100
70	H. J. Heinz	304,000
71	San Francisco Brewing	300,600
72	Avon Products	296,700
73	Pabst Brewing	294,200
74	Armour & Co.	289,500
75	A&P	286,800
76	Borden	286,200
77	Commercial Solvents	286,100
78	Theo. Hamm Brewing	274,200
79	Wesson Oil & Snow Drift	267,200
80	Lee Ltd.	266,200
81	Pacific Tel. & Tel.	265,700
82	Pacific Coast Borax	265,500
83	Standard Brands	265,100
84	New York Telephone	265,000
85	Brewing Corp. of Am.	264,800
86	Anheuser-Busch	263,000
87	P. Lorillard	260,900
88	Beechnut Packing	258,300
89	Los Angeles Brewing	258,300
90	E. & J. Gallo Winery	256,800
91	American Home Foods	254,600
92	Hawley & Hoops	253,700
93	Whitehall Pharmacal	252,300
94	Bristol-Myers	252,300
95	Proctor Electric	251,900
96	Hills Bros.	250,200
97	American Chicle	247,400
98	Brown Shoe	246,080
99	Best Foods	241,300
100	Cantrell & Cochrane	240,300
101	American Bakeries	236,800
102	Jacob Ruppert Brewery	236,000
103	Pharma-Craft Corp.	230,800
104	Liebmann Breweries	229,400
105	Eastern Guild	227,300
106	Pharmaceuticals Inc.	226,800
107	U. S. Tobacco	224,300
108	Smith Brothers	220,000
109	Armstrong Rubber	220,000
110	Charles Antell	217,800
111	Mrs. Tuckers Foods	214,200
112	Albers Milling	208,600
113	Griffin Mfg.	208,500
114	Ratner Promotions	207,700
115	Rayco Mfg.	203,900
116	Ward Baking	201,900
117	S. F. Whitman & Son	200,400
118	Lewis Food	199,100
119	Ludens	194,100
120	Phillips Petroleum	193,600
121	S. S. Kresge	192,300
122	National Brewing	191,800
123	Monarch Wine	189,100
124	Schaefer Brewing	188,600
125	Libby, McNeil & Libby	186,900
126	Paper-Mate	185,800
127	Langendorf United Bak.	184,400
128	Burlington Mills	184,100
129	Carnation	183,500
130	Converted Rice	182,600
131	Standard Oil (Ohio)	182,600
132	General Electric	182,500
133	Standard Oil (Ind.)	182,100
134	Sealy Mattress	181,700
135	Mars Inc.	181,200
136	Mennen	180,100
137	Duffy-Mott	176,300
138	United Vintners	174,800
139	National Carbon	173,600
140	Cream of Wheat	172,700
141	V. La Rosa & Sons	169,600
142	Household Finance	167,000
143	Norwich Pharmacal	166,900
144	Drewrys Ltd.	166,300
145	Thomas J. Lipton	164,400
146	Quality Bakers of Am.	160,300
147	Penick & Ford	157,500
148	Hudson Pulp & Paper	157,500
149	Greyhound	155,100
150	Jackson Brewing	150,800
151	Hazel Bishop	148,600
152	General Cigar	148,600
153	Simmons Co.	147,700
154	Coats & Clark's Sales	147,400
155	Lucky Lager Brewing	147,200
156	Green Giant	143,700
157	Kroger	143,500
158	Paxton & Gallagher	142,700
159	Leslie Salt	142,600
160	International Milling	139,500
161	Wiedeman Brewing	137,800
162	Bond Stores	137,300
163	Drackett	136,400
164	Standard Milling	134,000
165	Buitoni Products	133,800
166	Gunther Brewing	133,800
167	S. A. Schonbrunn & Co.	133,600
168	Northwest Orient Air	133,600
169	Glamorene	132,500
170	G. Heileman Brewing	131,200
171	Zonite Products	130,900
172	Stroh Brewing	130,500
173	Malt-O-Meal	130,300
174	Deering Milliken & Co.	129,800
175	U. S. Industrial Chem.	129,500
176	W. F. McLaughlin & Co.	129,000
177	Holsum Baking	127,000
178	Casco Products	126,200
179	Bank of America	126,200
180	Gordon Baking	125,800
181	Pfeiffer Brewing	124,900
182	Rival Packing	124,000
183	B. C. Remedy	123,600
184	Seeman Brothers	123,400
185	Montgomery Ward	123,300
186	Morton Packing	123,200
187	Canada Dry Co.	123,000
188	National Enterprises	123,000
189	Wm. B. Reily & Co.	122,900
190	Monsanto Chemical	122,800
191	Emerson Drug	122,700
192	Jos. E. Schlitz Brewing	122,200
193	Bostwick Labs	122,200
194	Simoniz	122,100
195	New Eng. Confectionery	120,000
196	D-Con	119,400
197	Speed Queen	119,100
198	Bayuk Cigar	117,900
199	Assoc. Hospital Service	117,200
200	Ralston Purina	117,200

CONTINUED ▶

Complete **NEWS** and **SPORTS** coverage

BACK TO BACK:—THE 7 O'CLOCK FINAL and THE SPORTS PICTURE are products of one of the oldest television newsreel operations in the nation. On-the-spot film coverage of fast breaking news and sports events guided by a sense of responsibility to televiewers make these programs a spur to the community served.

FACILITIES and SERVICES:—In addition to a complete film department including photographers, reporters, the finest film processing equipment available including two Houston film processors, WMAR-TV is serviced by AP Wirephoto Service, AP News Wire, CBS Newsfilm and Western Union Sports Wire.

THE CURIOUS CAMERA:—Within its news operation, the WMAR-TV film department daily prepares a filmed feature presenting questions and answers about Baltimore and its people with man in the street interviews by WMAR-TV News Director Dave Stickle, a veteran newspaperman who also presents THE 7 O'CLOCK FINAL.

WMARYLAND:—The map tells the story. The area shown includes more than 2,500,000 homes. Within this area of more than 19,000 square miles, WMAR-TV's news and sports coverage is respected for accuracy and integrity.

WMAR·TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

NATIONAL TV ADVERTISING ▶

PIB'S TOP NETWORK 200

Rank	Advertiser	Gross Time Purchases Final Quarter 1955
1	Procter & Gamble	$9,181,732
2	General Motors	5,518,534
3	Chrysler	5,355,754
4	Colgate-Palmolive	4,701,090
5	General Foods	3,864,574
6	R. J. Reynolds	3,599,768
7	Whitehall Pharmacal	3,142,421
8	American Tobacco	2,952,861
9	General Mills	2,902,150
10	Ford Motor	2,537,298
11	Gillette	2,258,740
12	Lever Brothers	2,236,321
13	General Electric	2,029,409
14	Liggett & Myers	2,008,006
15	Toni	1,502,171
16	Pillsbury Mills	1,493,651
17	Bristol-Myers	1,460,195
18	Kellogg	1,316,097
19	P. Lorillard Tobacco	1,295,886
20	Scott Paper	1,187,977
21	Coca-Cola	1,125,680
22	Westinghouse	1,099,210
23	Johnson & Son	1,002,595
24	Kraft Foods	1,001,750
25	Borden	975,533
26	Revlon	951,876
27	Miles Labs	926,901
28	Campbell Soup	892,000
29	Charles Antell	855,997
30	Schick	809,221
31	Serutan	757,259
32	Sunbeam	747,907
33	Sheaffer Pen	742,821
34	Armour & Co.	709,754
35	Alcoa	677,571
36	American Motors	672,988
37	Carnation	664,277
38	Sperry Rand	658,643
39	Nestle	651,132
40	Dow Chemical	638,739
41	Gulf Oil	636,506
42	Standard Brands	631,050
43	Schlitz Brewing	608,259
44	Sylvania	528,915
45	Ronson	581,080
46	Goodyear	579,093
47	American Chicle	562,972
48	Ralston Purina	559,740
49	Prudential Insurance	551,965
50	Eastman Kodak	536,070
51	Pet Milk	534,900
52	H. J. Heinz	526,594
53	American Dairy Assn.	524,947
54	Lehn & Fink	517,083
55	Sweets Co.	512,606
56	Brown & Williamson	496,749
57	Mennen	490,143
58	Texas Co.	480,774
59	U. S. Steel	465,360
60	Admiral	463,855
61	Wine Corp. of America	458,399
62	CBS-Columbia	452,392
63	National Dairy Products	446,160
64	Simoniz	446,001
65	RCA	436,763
66	Reynolds Metals	436,335
67	Firestone	435,935
68	Swift & Co.	434,449
69	Johnson & Johnson	425,585
70	Armstrong Cork	421,550
71	Amana Society	413,627
72	Studebaker-Packard	408,854
73	Sterling Drug	398,618
74	National Biscuit	394,023
75	Warner-Lambert Pharm.	391,716
76	Anheuser-Busch	363,177
77	Avco	353,660
78	Brillo	346,140
79	E. I. Du Pont	345,345
80	Quaker Oats	342,112
81	Chesebrough-Pond's	336,855
82	Monsanto Chemical	332,635
83	Wildroot	323,043
84	Singer	317,790
85	General Cigar	314,553
86	Best Foods	312,865
87	Pabst Brewing	310,778
88	Roto-Broil	302,962
89	Hazel Bishop	292,467
90	Carter Products	284,160
91	Ciba	278,460
92	Continental Baking	277,595
93	Maytag	273,990
94	Parker Pen	273,954
95	S.O.S.	269,055
96	Hallmark Cards	267,240
97	Purex	265,452
98	Speidel	264,402
99	Vick Chemical	257,429
100	Whirlpool-Seeger	257,157
101	Elgin National Watch	244,980
102	Grove Labs	243,745
103	Aluminium Ltd.	239,459
104	Wander Co.	239,122
105	Thomas J. Lipton	237,000
106	Lanolin Plus	235,278
107	Pharmaceuticals Inc.	232,020
108	Olin Mathieson Chem.	229,085
109	Gerber	227,248
110	State Farm Mutual	217,326
111	Andrew Jergens	216,525
112	Cluett, Peabody	216,203
113	Paper-Mate	215,232
114	Helene Curtis	214,972
115	Intl. Cellucotton	213,202
116	Wrigley	209,430
117	Wesson Oil & Snowdrift	207,670
118	Knomark	206,743
119	Corn Products Refining	202,411
120	Tv Time Foods	200,638
121	Mars	200,445
122	Old Welch	198,125
123	Manhattan Soap	190,521
124	Noxzema Chemical	184,615
125	Associated Products	182,270
126	Gold Seal	182,150
127	Johns-Manville	178,710
128	Minn. Mining & Mfg.	176,607
129	Yardley of London	170,645
130	Ideal Toy	166,585
131	Electric Cos. Advertising	166,422
132	Quality Goods Mfrs.	165,103
133	Hawaiian Pineapple	164,395
134	Webster Chicago	162,060
135	Dormeyer	151,026
136	Emerson Drug	150,608
137	Nat'l. Carbon	148,740
138	Mutual Benefit	147,560
139	Maybelline	145,431
140	Lionel	142,722
141	Seven-Up	141,892
142	California Packing	141,257
143	Longines-Wittnauer	138,609
144	Necchi Sewing Machine	137,864
145	Bissell Carpet Sweeper	131,633
146	Standard Oil (Ind.)	129,753
147	Chunky Chocolate	129,248
148	C. H. Masland & Sons	127,550
149	Pan American	127,290
150	Gruen	126,761
151	Norwich Pharmacal	126,413
152	Beech-Nut Packing	120,655
153	Jules Montenier	118,251
154	National Presto Ind.	112,500
155	Black & Decker	111,001
156	Mattel Inc.	108,110
157	Lettuce Inc.	107,793
158	Atlantis Sales	107,620
159	Hills Brothers Coffee	104,593
160	Curtiss Candy	101,572
161	Hartz Mountain	101,130
162	Western Union	100,440
163	American Home Foods	94,779
164	Chun King Sales	93,950
165	Morton Salt	93,295
166	Hamm Brewing	91,998
167	Lewis-Howe	89,892
168	Pacific Western Oil	88,900
169	John Oster Mfg.	87,232
170	Falstaff Brewing	86,232
171	American Petroleum Inst.	85,131
172	Philco	84,740
173	General Time	82,077
174	Outboard Marine & Mfg.	81,443
175	A. E. Staley Mfg.	78,780
176	J. A. Wright & Co.	75,453
177	Shulton	73,025
178	American Character Doll	72,554
179	7th-Day Adventists	71,775
180	Polaroid	71,663
181	Upjohn	71,194
182	Lemon Products Adv. Bd.	70,029
183	Converted Rice	67,840
184	U. S. Time	67,323
185	General Tire & Rubber	67,151
186	Serta Assoc.	60,964
187	International Salt	60,345
188	Minute Maid	58,250
189	Crowell-Collier Pub.	58,017
190	International Shoe	55,408
191	Larsen	55,270
192	Curtis Pub.	54,543
193	Miller Brewing	54,030
194	Bourjois Inc.	53,891
195	U. S. Rubber	53,618
196	American-Marietta	52,500
197	Gold Filled Mfrs. Assn.	51,610
198	Polk Miller Products	51,134
199	Smith, Kline & French	47,823
200	Mobile Homes Mfrs.	46,957

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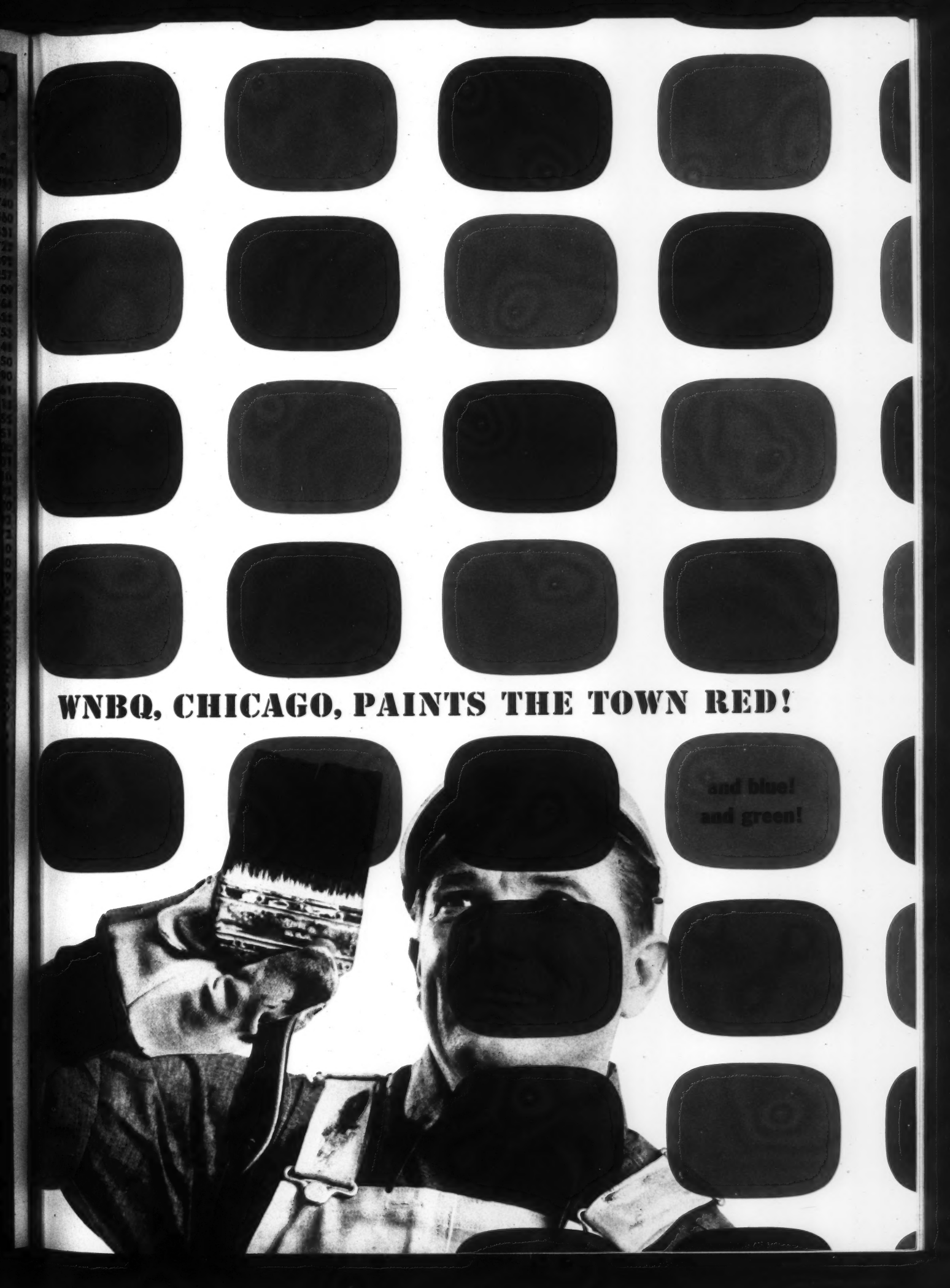
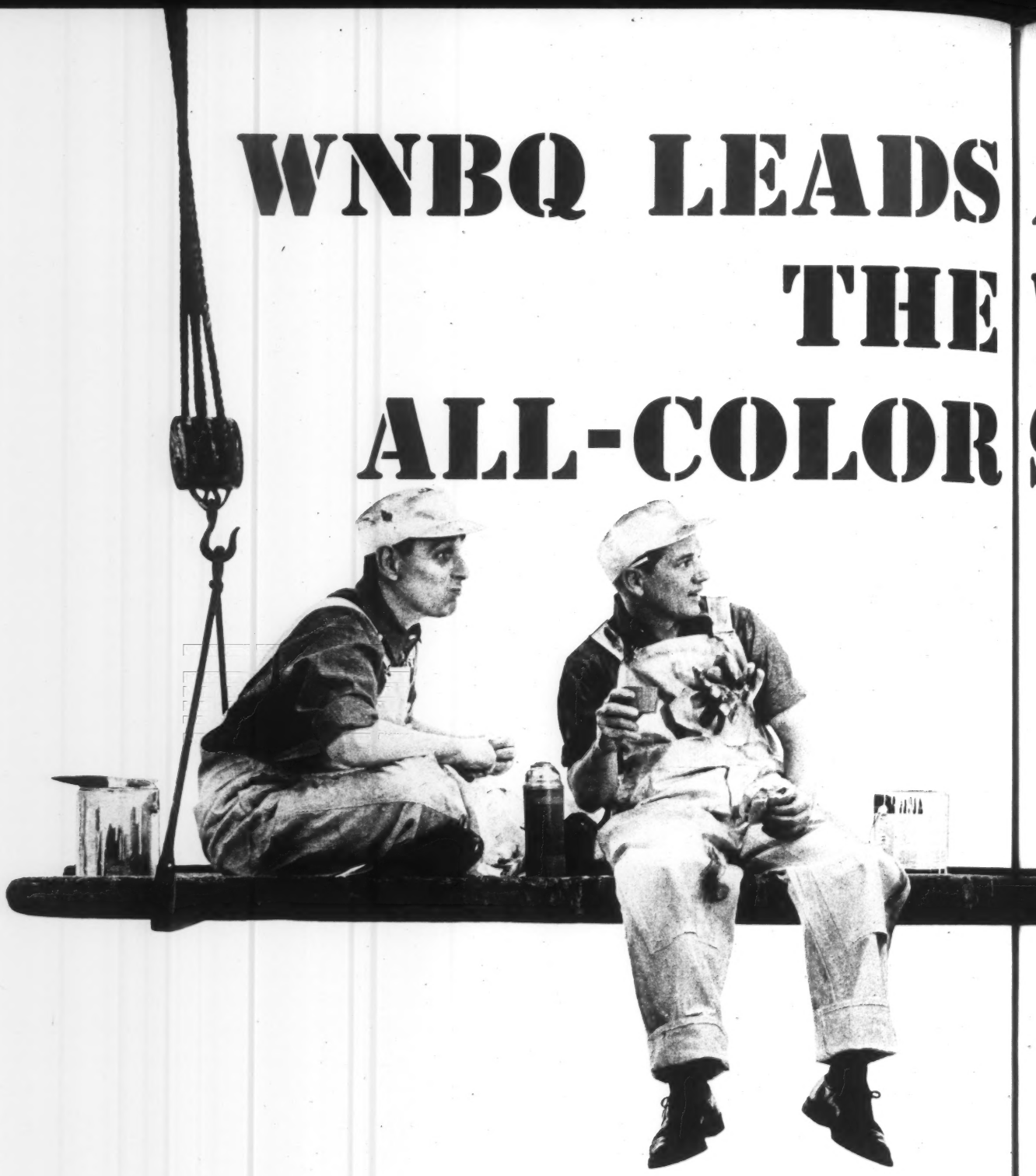

WNBQ, CHICAGO, PAINTS THE TOWN RED!
and blue!
and green!

WNBQ LEADS THE ALL-COLOR



First Chicago station to develop a distinctive style of creative local programming, with products of its "Chicago School" graduating to network status . . .

First Chicago station to run a regular weekly commercial television program . . .

First Chicago station to transmit in color . . .

First Chicago station to use color film projection . . .

First Chicago station to run a regularly scheduled, live, all-color show . . .

Now WNBQ leads again! Beginning April 15th, WNBQ goes *all-color* — the world's first all-color TV station.

With new color equipment and enlarged studio facilities, WNBQ converts all its live local studio production to color — supplementing the national color break-through which RCA is backing with a $70-million investment and which NBC is pushing forward with its heavy schedule of network shows in color.

COLOR TV IS HERE! And the lessons learned, the

AGAIN, WITH WORLD'S FIRST STATION!

techniques developed in this Chicago pilot operation will be made available to every television station interested in advancing color television as a regular service to the public and to advertisers.

On the next page, you'll find a list of Mid-America's TV favorites now on view in full color over WNBQ. This rainbow of programming leads to a pot of gold for audiences – in the shape of exciting new entertainment values. And for advertisers – a colorful new framework for their messages and a perfect testing ground for the techniques of displaying their products in color.

Show business serving *all* business – that's WNBQ's specialty in America's 2nd richest market.

WNBQ

NBC TELEVISION IN CHICAGO

a service of RCA *represented by NBC Spot Sales*

WNBQ's
schedule of
local shows in
COLOR
BROADCASTERS ARE CORDIALLY INVITED...
While you're in town for the NARTB Convention, we hope you'll drop into WNBQ's new Color Exhibition Hall in the Merchandise Mart. You'll find a visit well worth your while.
JULES HERBUVEAUX
Vice President and General Manager
WNBQ-WMAQ, NBC Chicago

SPOT BUYERS: 201-500

THIS section of the TvB tabulation of national and regional spot tv billing covers advertisers spending between $27,100 and $117,180. It is further broken down into spending in the 201-300, 301-400 and 401-500 categories, each with a billing spread as indicated. Firms are in alphabetical order, not in order of spending within the category in which they appear.

ADVERTISERS RANKED BETWEEN 201-300 EXPENDITURES $65,250-$117,180

Alliance Mfg.
American Oil
American Stores
American Sugar Refining
Atlantic Refining
Avoset
Mrs. Baird's Bakery
Bardahl Oil
Bavarian Brewing
Blatz Brewing
Blue Plate Foods
Blumenthal Bros. Choc.
Breyer Ice Cream
Castro Convertible
Chesapeake & Potomac Tel.
Chock Full O'Nuts
Jim Clinton Clothing Stores
Continental Oil
Cunningham's Drug Store
Helene Curtis Industries
Duncan Coffee
Duquesne Brewing
Foremost Dairies
42 Products Limited
Frito
GHP Cigar
General Electric Supply
General Petroleum
General Tire & Rubber
Gold Seal
Griesedieck Bros. Brewing
Griesedieck West Brew
Grocery Store Products
Haberele Congress Brewing
International Cellucotton
Interstate Bakeries
Gerold O. Kay & Assoc.
Keebler-Weyl Baking
Kitchen Arts Foods
Kraft Foods
G. Kreuger Brewing
Labor Savers
Lo-Calory Food
Lone Star Brewing
M.J.B. Co.
Magna Engineering
Oscar Mayer
Miller Brewing
Mission-Pak
John H. Morrell
Motorola Distributors
C. F. Mueller
Narragansett Brewing
National Airlines
National Dairy Products
Nationwide Insurance
Nehi Bottlers
Ohio Bell Telephone
Ohio Oil
Pan-Am Southern
Mrs. Paul's Kitchen
Pearl Brewing
Dr. Pepper Bottlers
Pepperidge Farm
Power Products
Pure Oil
Quaker City Chocolate & Conf.
Rath Packing
Redco
Reddi-Wip Mfg.
Remington-Rand
Richfield Oil
Rev. Oral Roberts
Roto-Broil
S.O.S.
Schoenling Brewing
Seabrook Farms
Sears Roebuck
Seeck & Kade
Sinclair Refining
Slenderella
Southern Bell Tel.
Speedway Petroleum
Standard Brewing
Standard Oil (Calif.)
Stegmaier Brewing
Swift
Taylor-Reed
Tenilhist
S. B. Thomas
Toy Mfrs. of the U. S. A.
U. S. Rubber
Walgreen
L. E. Waterman Pen
West End Brewing
Western Airlines
Wine Growers Guild
William Wrigley Jr.
W. F. Young
Zenith Radio

ADVERTISERS RANKED BETWEEN 301-400 EXPENDITURES $40,080-$64,510

Abbotts Dairies
Adell Chemical
Affiliated Supermarkets
American Brewery
American Motors
American Tobacco
Atchison, Topeka & Santa Fe
Barton Mfg.
Beatrice Food
Bekins Van & Storage
Bill Benton Clothes
Big Bear Markets
Bowman Biscuit
J. B. Branscombe
Burger Brewing
Burma-Vita
Burrus Mills
B-X Sunray Oil
Cargill
Chattanooga Medicine
Colonial Baking
Colonial Stores
Cook Paint & Varnish
Crown Zellerbach
Delta Airlines
Reuben H. Donnelly
Drug Research
East Ohio Gas
Eastco
Albert Ehlers
Jose Escalante
Ex-Lax
Fairmont Foods
Fanny Farmer Candy
Fels
Fisher-Price Toys
Great Northern Railway
Groveton Papers
Hammer Brewing Bottlers
Chr. Hansens Laboratory
Hollywood Brands
Hood Chemical
Humble Oil & Refining
Illinois Bell Tel.
Ivano
Keebler Biscuit
Kendall Foods
Kilpatricks Bakeries
Kiwi Polish
Knudsen Creamery
John Labatt Ltd.
Lance
Lan-O-Sheen
Little Crow Milling
Magnolia Petroleum
Martin Window
Michigan Bell Tel.
National Food Club
Nuhoff Packing
North American Airlines
Northern Pacific Railroad
Northwestern Bell Tel.
Olympia Brewing
Henry F. Ortlieb
Peoples Gas, Light & Coke
Phillips Packing
Pio Wine
Pittsburgh Brewing
Quaker Oats
Radiart
Redi-Magic Milk Shake
Revlon Products
Rexall Drug Dealers
Richmond Bros.
Adam Scheidt Brewing
G. Schmidt & Sons
Scott Paper
Seapak
Selchow & Richter
Serta Assoc. Dealers
R. E. Springs
Storz Brewing
Sun Ray Drug
Sweets Co. of America
Tetley Tea
Texize Chemical
Tidy House Products
Top Pop Products
Top Value Enterprises
Toy Guidance Council
Union Pacific Railroad
United-Whelan Stores
Westinghouse Electric
White King Soap
Whitehouse
J. B. Williams
Williamson Candy
Williamson-Dickie Mfg.
Wine Advisory Board
Wise Potato Chip

ADVERTISERS RANKED BETWEEN 401-500 EXPENDITURES $27,100-$40,070

Allegheny County Democrat
American Brewing
American Dairy Assn.
Anchor San. & Amer. Heating
Arizona Brewing
Bell Bakeries
Bell Tel. of Pa.
Boyle-Midway
Brillo Mfg.
Brown & Haley
E. L. Bruce
Burry Biscuit
Charmin Paper Mills
Chesty Foods
Coffee Time Products of America
Allen B. DuMont Labs
Eastern Air Lines
Easy Ad
Electrical Institute
Emerson Radio & Phono.
E-Z Mills
First Federal Saving & Loan
Fitzgerald Bros. Brewing
Genessee Brewing
James C. Gill
Gillette
Glamur Products
Godchaux Sugars
Goebel Brewing
Martin L. Hall
Hekman Biscuit
Charles E. Hires Bottlers
Hi-V
H. P. Hood & Sons
Imperial Sugar
Independent Grocers All.
In-Sink-Erator Mfg.
Instant Grip
Jenney Mfg.
Jewel Tea
Kay Jewelry
Knomark Mfg.
Lanvin Parfums
H. W. Lay
Lee Optical
Louisiana State Rice Mill
Lyon Van & Storage
Manchester Hosiery Mills
Manhattan Soap
Marcal Paper Mills
Marlun Mfg.
Martin Oil
Maryland Pharmaceutical
Md.-Va. Milk Producers
McKesson & Robbins
Merchants Biscuit
Mid-Continent Petroleum
Milner Products
Minneapolis Brewing
Motorists Mutual Ins.
Murphy Prods.
New England Tel. & Tel.
New Jersey Tel.
New York Central Railroad
Nicolay-Dancey
Nissen Baking
O-Cedar
Ohio Provision
Omar
Ore.-Wash.-Calif. Pear Bureau
Parker Pen
Perkins Products
Petersen Baking
Charles Pfizer
Regal Amber Brewing
Rosefield Packing
S.S.S.
W. Schluderberg-T. J. Kurdle
Jacob Schmidt Brewing
Signal Oil
Skelly Oil
F. H. Snow Canning
Southwestern Bell Tel.
Special Foods
Standard Food Markets
Sterling Breweries
Strietmann Biscuit
Stroehmann Bros.
Studebaker-Packard
Sun Drug
Sunbeam
Vic Tanneys Gym
Tidewater Associated Oil
Turn-A-Bed
Utility Appliance
Valleydale Packing
Wander
Warner Bros. Pictures
Welch Grape Juice
Westinghouse Electric Supply

CONTINUED ▶

NATIONAL TV ADVERTISING ▶

SPOT BUYING CATEGORIES

FOOD AND GROCERY product advertising contributed more than 25% of the spot revenue of U. S. television stations during the fourth quarter of 1955, according to TvB's breakdown of the total $103.8 million expenditures of the 3,017 spot advertisers for tv time by product and service classes.

The $27.1 million worth of spot tv time bought by the food and grocery clients was nearly three times as great as the $9.4 million spent by beer and wine advertisers for time for their tv spot campaigns, TvB data show. Drug advertising ranked third, with $8.9 million worth of spot tv time purchases during the three-month period; cosmetic-toiletry advertising was fourth, with $7.8 million, and tobacco advertising fifth, with $6.4 million.

Comparing this rank order of the various types of spot tv accounts with that of network tv advertiser categories as reported by PIB [B•T, March 5] shows that food advertising is tops for the tv networks as well as for spot, with toiletries second, automotive third, soaps and cleansers fourth and tobaccos fifth on networks. A part of the variance between spot and network lists is due to the fact that the TvB and PIB breakdowns are not exact parallels. For example, PIB lumps soaps and cleansers into a single group; TvB separates them into two classes—cleansers and laundry products—which if combined would total $6.3 million for spot time during the quarter, almost tieing tobaccos for fifth place. It does seem significant, however, that beer-wine advertising ranks second in the tv spot field and tenth among tv network product groups, and that automotive advertising, third in network tv, ranks seventh in tv spot advertising.

The following table presents TvB's analysis of video spot advertising, October-December 1955, by types of advertising, with dollar expenditure for each product or service group.

Agriculture	**$378,000**
Feeds, Meals	241,000
All Other	137,000
Alcoholic Beverages	**9,446,000**
Beer and Ale	7,746,000
Wine	1,700,000
Amusements, Entertainment	**119,000**
Automotive	**5,321,000**
Anti-Freeze	735,000
Batteries	148,000
Cars	3,478,000
Tires and Tubes	367,000
Trucks and Trailers	144,000
Other Accessories, Supplies	449,000
Building Mat., Equip., Fix., Paints	**1,069,000**
Fixtures, Plumbing, Supplies	214,000
Materials	113,000
Paints	234,000
Power Tools	296,000
Miscellaneous	212,000
Clothing, Furnishings, Accessories	**2,485,000**
Clothing	1,755,000
Footwear	381,000
Hosiery	326,000
Miscellaneous	23,000
Confections & Soft Drinks	**5,391,000**
Confections	2,847,000
Soft Drinks	2,544,000
Consumer Services	**3,146,000**
Dry Cleaning & Laundries	38,000
Financial	639,000
Insurance	388,000
Medical & Dental	31,000
Moving, Hauling & Storage	121,000
Public Utilities	1,494,000
Religious, Political, Unions	278,000
Schools & Colleges	40,000
Miscellaneous Services	117,000
Cosmetics & Toiletries	**7,864,000**
Cosmetics	2,977,000
Deodorants	643,000
Depilatories	42,000
Hair Tonics & Shampoos	1,732,000
Hand & Face Creams, Lotions	202,000
Home Permanents & Coloring	407,000
Perfumes, Toilet Waters, Etc.	36,000
Razors, Blades	177,000
Shaving Creams, Lotions, Etc.	974,000
Toilet Soaps	426,000
All Other	248,000
Dental Products	**$2,779,000**
Dentrifices	2,341,000
Mouthwashes	321,000
All Other	117,000
Drug Products	**8,909,000**
Cold Remedies	2,642,000
Headache Remedies	1,452,000
Indigestion Remedies	1,768,000
Laxatives	757,000
Vitamins	559,000
Weight Aids	376,000
All Other	1,047,000
Drug Stores	308,000
Food & Grocery Products	**27,106,000**
Baked Goods	4,882,000
Cereals	2,044,000
Coffee, Tea & Food Drinks	5,409,000
Condiments, Sauces, Appetizers	1,546,000
Dairy Products	1,989,000
Desserts	284,000
Dry Foods (Flour, Mixes, Rice, Etc.)	1,735,000
Frozen Foods	1,718,000
Fruits & Vegetables, Juices*	1,635,000
Macaroni, Noodles, Chili, Etc.	522,000
Margarine, Shortenings	1,205,000
Meat, Poultry & Fish*	1,075,000
Soups*	487,000
All Other Foods	1,791,000
Food Stores	784,000
Garden Supplies & Equipment	**43,000**
Gasoline & Lubricants	**3,698,000**
Gasoline & Oil	3,545,000
Oil Additives	107,000
Miscellaneous	46,000
Hotels, Resorts, Restaurants	**50,000**
Household Cleaners, Cleansers, Polishes & Waxes	**2,004,000**
Cleaners, Cleansers	838,000
Floor & Furniture Polishes, Waxes	142,000
Glass Cleaners	118,000
Home Dry Cleaners	435,000
Shoe Polish	350,000
Miscellaneous Cleaners	121,000
Household Equip. & Appls.	**2,444,000**
Household Furnishings	**833,000**
Beds, Mattresses, Springs	699,000
Furniture & Other Furnishings	134,000
Household Laundry Products	**4,318,000**
Bleaches, Starches	218,000
Packaged Soap, Detergents	$3,786,000
All Other	314,000
Household Paper Products	**951,000**
Cleansing Tissues	364,000
Food Wraps	150,000
Napkins	264,000
Toilet Tissue	59,000
All Other	114,000
Household General	**992,000**
Brooms, Brushes, Mops, Etc.	139,000
China, Glassware, Crockery, Containers	71,000
Disinfectants, Deodorizers	197,000
Fuels (Heating, Etc.)	58,000
Insecticides, Rodenticides	56,000
Kitchen Utensils	145,000
Miscellaneous	326,000
Notions	**200,000**
Pet Products	**1,294,000**
Publications	**133,000**
Sporting Goods, Bicycles, Toys	**659,000**
Bicycles & Supplies	55,000
General Sporting Goods	42,000
Toys & Games	557,000
Miscellaneous	5,000
Stationery, Office Equipment	**105,000**
Television, Radio, Phonograph, Musical Instruments	**1,646,000**
Antennas	135,000
Radio & Television Sets	1,241,000
Records	173,000
All Other	97,000
Tobacco Products & Supplies	**6,440,000**
Cigarettes	5,791,000
Cigars, Pipe Tobacco	648,000
Smoking Accessories & Supplies	1,000
Transportation & Travel	**1,000,000**
Air	503,000
Bus	190,000
Rail	288,000
Miscellaneous	19,000
Watches, Jewelry, Cameras	**2,138,000**
Cameras, Accessories, Supplies	36,000
Clocks & Watches	1,602,000
Jewelry	132,000
Pens & Pencils	359,000
Miscellaneous	9,000
Miscellaneous	**911,000**
Trading Stamps	199,000
Miscellaneous Products	179,000
Miscellaneous Stores	533,000

* Except Frozen

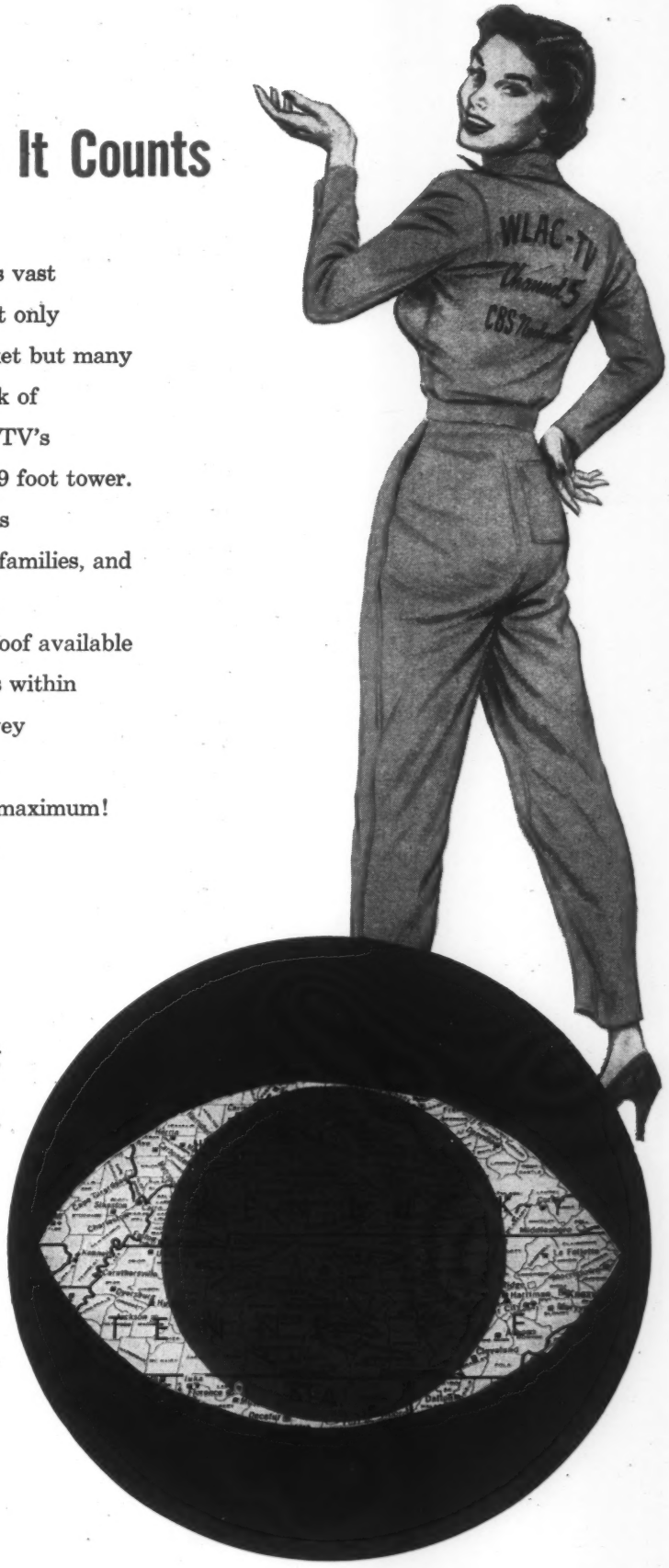
Basic Coverage Where It Counts

"Where it counts" is WLAC-TV's vast multi-market area—which includes not only the important Nashville market but many cities and towns in the 3-state chunk of geography served by WLAC-TV's full power and 1179 foot tower. WLAC-TV's total service area includes 2,601,300 people, 726,300 families, and more than 400,000 tv homes.

Fully documented data (proof available upon request) shows 357,387 tv homes within WLAC-TV's ARB Area Survey and Measured .1 mv/m Contour.

Buy the maximum—and sell the maximum!

That means only one station hereabouts—WLAC-TV.



The South's Great Multi-Market Station

WLAC-TV
NASHVILLE, TENN.
CBS Basic Required

T. B. BAKER, JR.
Executive Vice-President and General Manager

ROBERT M. REUSCHLE
National Sales Manager

THE KATZ AGENCY, INC.
National Representatives

AGENCY'S STUDY OF FM CITES UNTAPPED POTENTIAL

- **Maxon Inc. report finds medium has been consistently ignored**
- **But that it offers outstanding circulation at 'desirable cost'**
- **And serves up a well-heeled, and loyal, audience**

FM RADIO may get its biggest boost in years through a study—probably the most comprehensive of its kind in fm history—just completed by Maxon Inc., one of the country's major advertising agencies.

Titled "Fm Radio: The Frustrated Medium," the 26-page appraisal examines the reasons for fm broadcasting's retardation, reports on the willingness of specific stations to offer fm time for sales separately from am, summarizes rates and other basic cost and operating data for commercial fm stations across the nation, and makes plain the conclusion that fm could be—and potentially is—an effective medium for advertisers.

The survey was conducted under the direction of Ray Stone, Maxon timebuyer, specifically in behalf of General Electric Co.'s hi-fi line. Though made for GE, it also reflects an agency interest in the largely overlooked medium. Other Maxon clients, who presumably will have the findings pointed out to them, include Gillette Co., Corning Glass Works, H. J. Heinz Co., Hotpoint Co., Mohawk Carpet Co., Pfeiffer Brewing Co. (Detroit) and Sun Maid Raisin Growers Assn.

The report makes no pretense at offering blue-sky conclusions:

"This is commercial fm in the U. S. today," it sums up. "An encouraging report? Hardly, with only about a dozen stations offering time at a price a national client would accept. [But] fm should continue to grow. How fast or how much depends to a very great extent on the interest of the major national advertisers."

Optimistic Findings

The study does find encouragement in its appraisal:

"Separate fm station operation can be and is both successful and effective.

"Fm radio today is supported commercially by local and regional advertisers who are in an excellent position to check actual sales with any particular advertising effort.

"Since fm does sell for local or regional advertisers, it must do the same for national clients.

"Fm can deliver an audience at a desirable cost.

"Fm may not be the complete answer to any advertising problem but neither is any other single medium."

The study reports that "investigation has indicated a well-planned, extended hour program on fm can reach 3% or better of all fm homes in the station's service area at any time between 7 and 10 p.m. local time."

Station-by-station details of Maxon's findings are spelled out in the report, copies of which are available in limited supply at the agency's New York offices, 12 East 53d Street. In summary, the report offers the following "scoreboard" totaling up the findings of its survey, which covered fm stations in markets having at least 25,000 population:

- 147 stations offer to sell fm time separately.
- 43 others "apparently" are "willing to separate fm from am," but their plans and/or costs remain to be negotiated.
- 7 others are "reported as excellent operations" but at survey time either were new stations or were undertaking programming or technical changes and therefore "should be checked further for current developments."
- 4 "outstanding" am-fm stations "will not split operation but should be considered as excellent fm operations."
- 58 other commercial fm stations "are not interested in separating fm from am at the present time."
- 73 commercial fm stations "did not reply to requests for information" but are presumed to be operating.
- 10 others are listed as storecast fm stations, 2 as transit fm stations, and 4 as background music fm stations.

This total comes to 348 stations. The report notes that FCC records show approximately 500 operating commercial fm stations as of Jan. 1, 1956, so that "this means about 150 stations are operating in cities of less than 25,000 population." In addition, 39 standard metropolitan markets are listed as having no commercial fm local service.

The report makes plain that "this study did not include many excellent fm stations in the smaller markets or those non-commercial stations run by educational institutions or municipal governments. While many of these stations are capably operated, it does not seem fm will achieve its potential by this method of broadcasting that is without commercial motivation."

MR. STONE

Work on compilation of data for the study was started in November 1955 and finished in March. The report itself correlates most of the information to Jan. 1, 1956.

On fm's credit side the report offers this appraisal of the medium's possibilities:

"A good fm station in many markets could have most of the following advantages to offer over other forms of broadcast media: (1) lowest cost; (2) better reception; (3) constant coverage; (4) higher income homes; (5) more adult listeners; (6) higher occupational status listeners; (7) an audience with more education; (8) more home owners; (9) more fm homes than tv homes.

"Most of the advantages of fm are not present in acceptable degree in many markets. . . . However, there is research to support the outstanding qualities of fm and there is no known evidence contrary to the opinions reached on the advantages of fm.

"Everything indicates that good fm can be a highly satisfactory supplement for advertising specialized for the more expensive products."

The report also asserts:

"It should not be overlooked that the only real fault of fm is a human one which, currently, has utilized only a portion of what fm has to offer. Coordinated efforts would erase all the undesirable discrepancies this survey has shown which contains and confirms many existing general opinions.

"It is strange the impression exists that fm has gone about as far as it can when (1) nations such as England are working on new fm networks, and (2) more fm sets are made in the U. S. every year than the year before.

"There are also fm stations supported by public subscription. This is more than can be said for an am or tv station.

"Fm stations do possess a very loyal audience, but whether or not the loyalty extends with the same intensity to the stations' advertising clients is another question."

The summary also observes that "it appears all radio is headed for music, news and specialized service programming with most of the programs being musical," and that "the superiority of fm on musical reception over am cannot be questioned."

Some of the background of fm's slowness in developing, as well as the purpose of the study itself—and the scarcity of information about fm broadcasting business—are pointed up in the report's opening paragraphs:

"There are over 10 million neglected homes! A statement like this could be interpreted as an unfortunate one, but is it? That is the question that brought about this study of fm radio in the U. S. today.

". . . Fm radio has one distinction that no other mass advertising medium can claim, for it has been and is consistently ignored by more major national advertisers.

"Why this should be true when fm can deliver a desirable audience in relation to am radio was the purpose of this national survey. In the beginning, one of the strange facets of fm radio became apparent in that there had never been available any extensive information of fm on a national basis. . . .

"The extreme lack of information seems to be the fault of everyone concerned. It is doubtful that there is any other business in the U. S. of the magnitude of fm about which so little is known.

"There have been, at a very minimum, 12 million fm receivers sold which would have an original valuation of around $500 million. Fm station transmitters cost more than similar am equipment, cost more to maintain, and cost more to operate. Other than simultaneous am-fm station operation, there are such things as program costs. All this money and effort involved but very few coordinated facts."

Credit to Armstrong

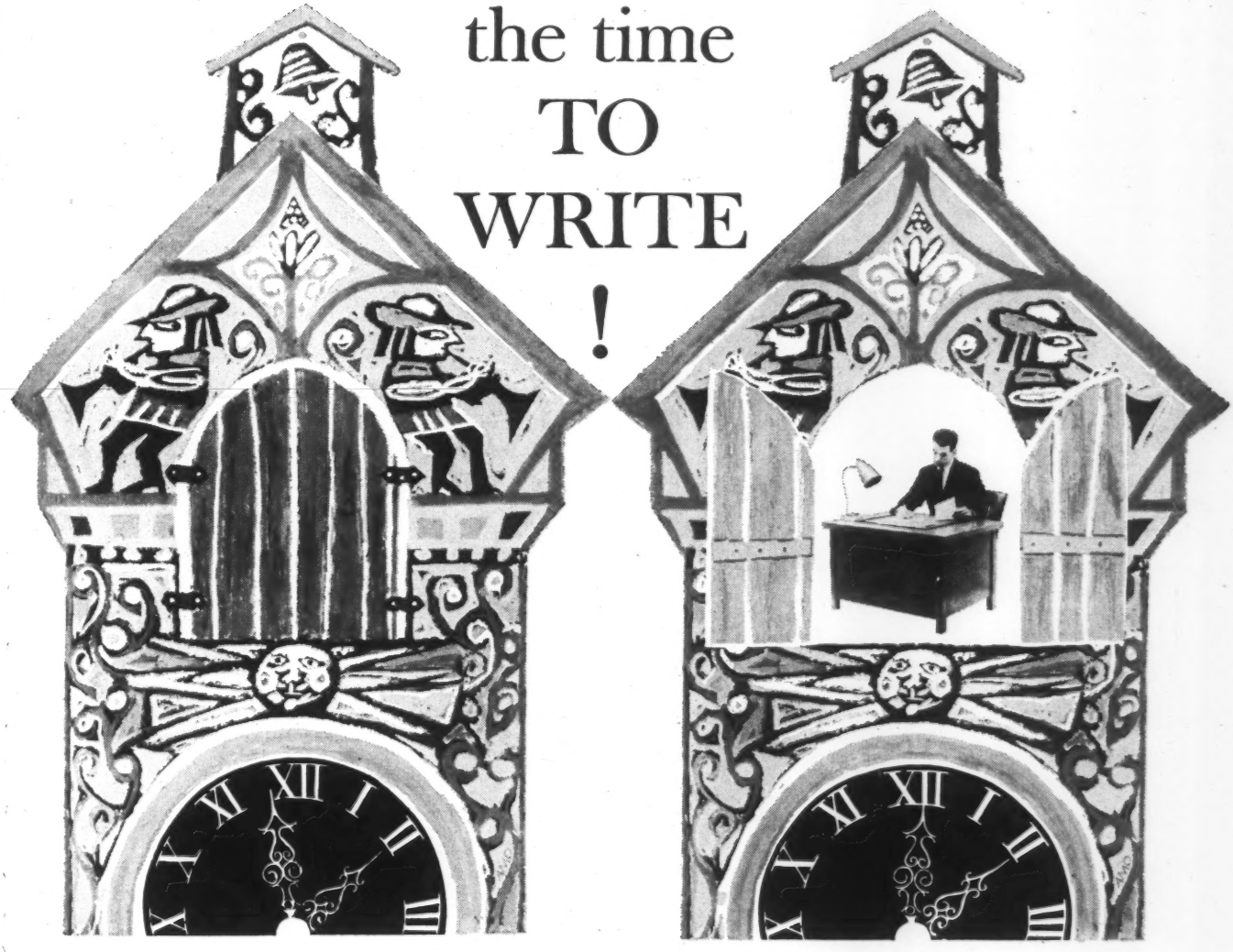
The report then reviews "contributing causes of insignificant fm station information and client interest in the past . . . even though no practical purpose is served by hindsight."

The report gives credit "first of all" to the late Major Edwin H. Armstrong, developer of fm, "who was an unusual man in more ways than one. It is difficult," the report continues, "to say whether fm would be more or less successful today if he had possessed less personal principles."

These three are listed as "some of the events which seem to have interfered with fm development": World War II, FCC's action moving the fm frequency band higher in the spectrum, and television's "phenomenal" growth.

The following are listed as "some of the actions that seem to have had a retarding effect" on fm "(1) questionable set or circuit design by many of the larger electronic manufacturers; (2) irregular fm set manufacture and sales campaigns; (3) unsatisfactory promotion of fm between manufacturers, distributors, retailers and servicemen; (4) the combination of am-fm-tv licenses under common ownership,

every 67 seconds someone in Philadelphia takes the time TO WRITE !



463,282 pieces of fan mail in the past twelve months! That's the kind of action stirred up by the personalities and programs on WRCV and WRCV-TV, Philadelphia.

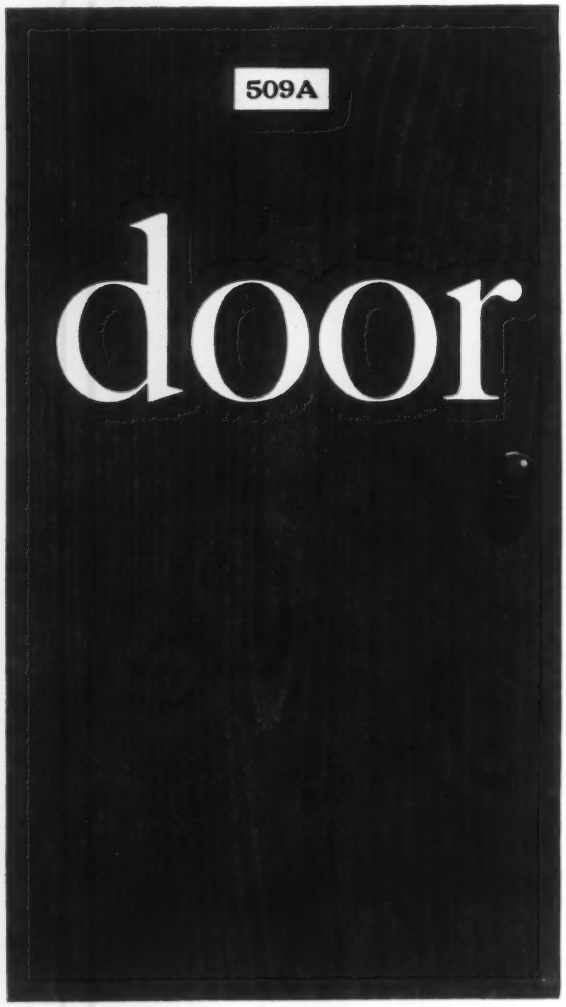
Make this audience response work for *you* in the nation's fourth market. Your NBC Spot Sales Representative can show you how! **WRCV·1060 WRCV-TV·3**

Lloyd E. Yoder, *Vice President and General Manager*
Hal Waddell, *WRCV Sales Manager*
Ted H. Walworth, Jr., *WRCV-TV Sales Manager*

NBC in Philadelphia *a service of* RCA

represented by NBC SPOT SALES

Behind this door



a revolution

When you step through that doorway into the AAP suite—on the NARTB floor at the Conrad Hilton—you'll meet a major feature-film distributor who understands, and has developed an exciting new concept of, TV film distribution.

As our clients are well aware, AAP is one of the few distributors able to guarantee a continuous supply of the kind of *quality* film programming that sends ratings sky-rocketing. Nevertheless, despite AAP's own unrivalled list of big-star, big-boxoffice Hollywood movies—to which the vast Warner Brothers library of smash-hit features, shorts and color cartoons has recently been added—we at AAP feel that our job has only *begun* when we've sold you our product. That's why AAP is now planning an all-out campaign aimed at helping you to merchandise the films you buy.

ion FEATURE-FILM MARKETING is taking place!

From full-scale institutional advertising in leading national and trade publications, to idea-packed promotion-exploitation kits on each and every one of our feature-film packages, to active personal assistance through our representatives at the local station level as well as the national sales level, you'll find AAP backing its product to the hilt!

Whether you are a station manager, a sponsor, an agency man or a station representative—even if you're merely in the mood for a chat—your visit to the AAP suite will prove interesting, informative—and profitable.

Drop in to Suite 509-A any time. Watch our revolution in progress. (Incidentally, you'll find a sampling of AAP merchandising and promotional know-how . . . plus the AAP brand of hospitality—also behind these doors: 613A — 614A — 615A — 654A — 655A.)

ASSOCIATED ARTISTS PRODUCTIONS

345 Madison Ave., New York, N.Y. MUrray Hill 6-2323

Chicago/Dallas
Los Angeles

especially where other mass communication facilities are also commonly owned; (5) stations giving fm as a bonus to am; (6) the radio networks, service organizations, station representatives, agencies and clients' subsequent acceptance of free fm."

Mr. Stone, conductor of the Maxon study and author of the report, has been with Maxon, New York, for the past three years as a time-buyer. Prior to that he was with Weed & Co., New York, as a salesman for two years. Before that he served with CBS Radio and Television as a salesman for eight years.

Ronson Purchases Segment Of CBS-TV's 'Playhouse 90'

RONSON CORP., manufacturer of Ronson pocket lighters, table lighters, men's shavers, the new Lady Ronson shaver and accessories next fall will sponsor, on alternate weeks, a full hour (10-11 p.m.) of CBS-TV's planned 90-minute dramatic series *Playhouse 90* [CLOSED CIRCUIT, April 9]. Ronson will spend approximately $4.6 million for the program and time.

Playhouse 90 will mark the first time any network has presented hour-and-a-half dramas on a regular weekly basis. The series will be produced by Broadway and television veteran Martin Manulis and feature casts made up of tv, stage and screen stars. Norman, Craig & Kummel, New York, is the agency for Ronson.

Official Total on ReaLemon Radio Buys Now $1.2 Million

OFFICIAL price tag of $1.2 million has been placed on the trio of network radio buys negotiated by ReaLemon-Puritan Co. the past fortnight. The firm bought participations on NBC's *Weekday*, ABC's *Breakfast Club* and CBS' *Robert Q. Lewis Show*, all through its agency, Rutledge & Lilienfeld Inc., Chicago, for 13 weeks as part of a spring-summer campaign.

Authorities close to the account revised their earlier estimates ($300,000) as reported in B•T [AT DEADLINE, April 9], noting that about $1 million is being channeled to NBC Radio alone.

MAJOR PORTION of ReaLemon-Puritan Co.'s $1.2 million network radio purchases will go to NBC Radio under terms of the contract pacted by (l to r) Fred Horton, NBC director of sales; Virginia Graham, hostess of *Weekday;* Charles Lilienfeld, executive vice president, Rutledge & Lilienfeld agency, and James B. Cann, vice president-general manager of ReaLemon-Puritan.

WHY METROPOLITAN LIFE IS STICKING WITH RADIO

METROPOLITAN Life Insurance Co. started using radio in the mid-1920's, sponsoring an hour-long program of exercises daily, six days a week, in New York and later on a limited eastern network from about 1925 to 1936. Currently it places some 48 programs, mostly quarter-hour news shows, in 37 cities on a spot basis. The company has not yet expanded into television, a fact that frequently prompts its underwriters to ask why. Here is the answer that Jerry F. Crowley, manager of Metropolitan's advertising promotion, has included in his presentation for the field meetings being conducted this year:

". . . I have been asked why the Metropolitan advertising campaign for 1956 will continue to use radio and not include television, because, in some of your words, radio is dead. I don't agree with such thinking although I certainly accept television today as a most effective advertising medium. Independent research authorities, however, have proved that a greater number of people can still be reached at more frequent times for less money by radio than television. Two important facts to you men concerned with statistics: First, Americans today have more home, automobile and portable radios than ever before; second, one hundred and fifty million dollars *more* was spent in radio advertising last year than in 1945 when many of us visited people we didn't like if they just had a post-card size television set. Does that sound like a death notice? And remember, these radio dollars were budgeted by smart advertising men who buy with one demand—results.

". . . Metropolitan programs are scheduled from early morning to evening and so can be heard by practically every time audience. Metropolitan programs may be heard more than ten million times in homes every week and this does not include the vast unmeasured audiences such as those listening in automobiles . . .

"A comparison between radio and television particularly in the morning and daytime periods when many of our news programs are scheduled actually favors radio to a great degree. Millions of people wake up to clock radios, listen while shaving in the bathroom, preparing breakfast in the kitchen, or driving to work in their automobiles. These people—and others such as those on picnics—form an audience in locations the television set has not yet reached. They must depend on radio because they are of necessity listeners rather than viewers. And, most important to our programming, they want local news, weather conditions, time reports, etc.

"I want to repeat—and most emphatically—I recognize television as a powerful medium that has hardly begun to show its real potentialities. I think, however, you might call the present an advertising change era similar to the years when some so-called experts said radio was to kill motion pictures and newspapers as advertising and entertainment media. 'Why produce films?' they cried in those days when everybody—but everybody—was home listening to *Amos 'n' Andy*.

"Tomorrow you may be told interplanetary asafadrasos communication is to kill television. It won't, but I'd hesitate to say that even such an unheard of medium would never become part of a well-conceived advertising campaign."

Elgin Names JWT For Watch Account

J. WALTER THOMPSON Co. last week landed the watch product account of the Elgin National Watch Co., which spends an estimated $2 million-plus in advertising, the majority of it on CBS-TV's *Person to Person*.

The account moves from Young & Rubicam Inc. to Thompson, both Chicago, effective July 15, it was announced by Andrew L. Rowe, vice president for marketing at Elgin. Thompson originally handled the Elgin watch account in the 1930's and 1940's. An estimated 75% of its advertising expenditures are allocated for Edward R. Murrow's program on alternate Fridays, it was understood.

Simultaneously, George C. Reeves, vice president and manager of JWT's Chicago office, announced that George Dibert, agency vice president, will be account supervisor and Carl von Ammon, account representative for Elgin.

Kelly-Rainier Sponsor Explains Copy Approach

PETER PAN FOUNDATIONS (girdles, brassieres), New York, which has reported its commercials in the sponsorshsip of ABC Radio's coverage of the Grace Kelly-Prince Rainier wedding in Monaco tomorrow (Tuesday), would be "strictly institutional," last week gave some details of its copy approach.

A spokesman said its nine commercials will be based on Peter Pan's "Do You Know This Woman?" campaign, which has been running in print media. The key copy point of the commercials, he said, will be that Peter Pan bras, slips and girdles "enable women to present their most attractive appearance in all social situations." The firm also has made arrangements, through its foreign licensees, to broadcast the program, with simultaneous Spanish translation, to South America via Colombia's Radio Nuevo Mundo, and to airmail tapes to radio outlets in New Zealand.

All 'Unusual' Advertising Not Surefire, Says Whitney

ADVERTISING that is "unusual" merely for the sake of attracting attention seldom sells products and can perform a serious disservice to both client and agency, according to Elmwood Whitney, vice president-director of Foote, Cone & Belding, New York.

Mr. Whitney, however, also told a joint meeting of the Advertising Club and the Art Directors Club of Washington last week that "to be commonplace in our business, and hence unnoticed, is to be dead."

Advertising should strive "to conceive a theme that is not only brilliant intellectually and illustratively but also so basic as to be understood by the retailer and consumer alike."

We're moving more people into booming San Diego!

Every Monday Morning there are 996 New San Diegans sitting down to breakfast. San Diego County alone has 819,300* people.

Everyone is making more, spending more and watching Channel 8 more than ever before.

*California Bureau of Finance—July 1, 1955

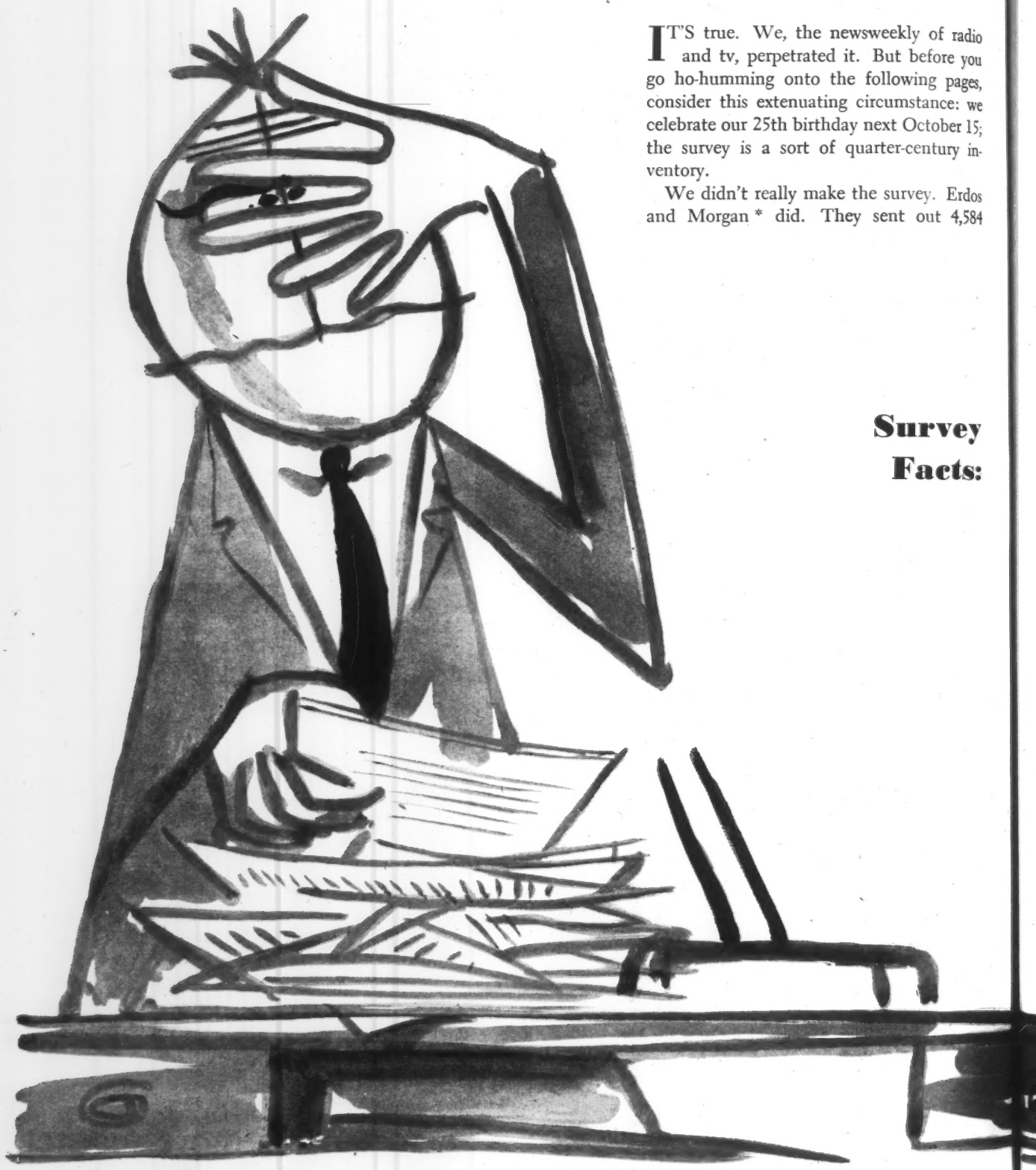
KFMB TV

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.

REPRESENTED BY PETRY

America's more market

Good Grief,



IT'S true. We, the newsweekly of radio and tv, perpetrated it. But before you go ho-humming onto the following pages, consider this extenuating circumstance: we celebrate our 25th birthday next October 15; the survey is a sort of quarter-century inventory.

We didn't really make the survey. Erdos and Morgan * did. They sent out 4,584

Survey Facts:

Another Survey

questionnaires and got 1,936 replies. The respondents had no way of knowing whose survey it was. The publication names in the questions were rotated so every book on the list was printed first on the same number of questionnaires; sampling was scientific, with proper controls, geographic distribution, and category of readership. We'll send you a copy of the whole works upon request—just give us time to have it printed.**

Let's get something straight right now. This is a research study among executives and leaders in *radio* and *television*. It includes advertising agency personnel as well as station and network executives, representatives and five other groups. The publications listed in the survey, besides Broadcasting•Telecasting, were Billboard, Radio-Television Daily, Sponsor, Television, Television Age and Variety.

90.4% read B•T regularly (second place publication: 52.8%)

65.2% selected B•T as "first choice" when asked "If you could get only 2 publications which would you choose"? (second place publication: 12.3%)

62.5% voted B•T as "the publication in which you have the most confidence as far as editorial content is concerned." (second place publication: 19.5%)

57.1% list B•T as "the publication in which an advertisement would be likely to have the most impact on you." (second place: 18.7%)

64.9% prefer B•T for reporting of current trade events (runner-up: 12.2%)

40.8% prefer B•T for personal interview features (runner-up: 26.1%)

25.7% prefer B•T for "how to" features (the winner had 36.2%—this is the only category we didn't win)

78.4% prefer a weekly publication (second place went to Monthly—10%)

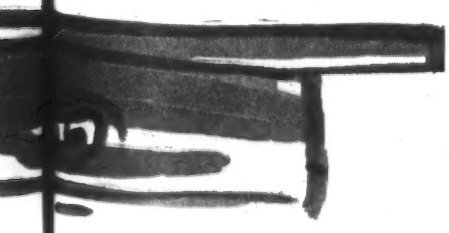
Agency Personnel Only were asked "In which of the following publications would you advertise if you were a station manager?"

49.1% said B•T. (all six others combined scored 40.5%—10.4% did not reply)

Maybe we'll touch new peaks during our next 25 years. Meanwhile, as the survey proves, when you want to reach the entire radio-television fraternity, nothing can touch B•T for effectiveness.

Clients include Colgate-Palmolive Co., IBM, National Biscuit Co., Wall Street Journal, McCall Corp., McGraw-Hill, Street & Smith, Time, Inc., National Geographic Society.

**Write Executive Offices, B•T Building, DeSales St., N.W., Washington 6, D. C.*



REMEDIES IN DETROIT TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

THE NATIONAL (NETWORK) INDEX

Rank	Product and Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Anacin (Ted Bates)	13	3	19	195
2.	Alka-Seltzer (Geoffrey Wade Adv.)	7	3	14½	134
3.	Bufferin (Young & Rubicam)	6	1	8⅓	133
4.	Bisodol Mints (Sullivan, Stauffer, Colwell & Bayles)	2	1	2	29
	Bromo Seltzer (Lennen & Newell)	1	1	3	29
6.	Rolaids (Ted Bates)	P	1	1	23
7.	Tums (Dancer-Fitzgerald-Sample and Ruthrauff & Ryan)	P	1	1	8
8.	Bayer Aspirin (Dancer-Fitzgerald-Sample)	1	1	1	7
	Phillips Milk of Magnesia (Dancer-Fitzgerald-Sample)	1	1	1	7

THE DETROIT INDEX (NETWORK PLUS SPOT)

Rank	Product and Agency	Network Shows	Total Stations	Commercial Units	Hooper Index
1.	Alka-Seltzer (Geoffrey Wade)	7	3	26½	302
2.	Anacin (Ted Bates)	11	3	17	136
3.	Bufferin (Young & Rubicam)	6	1	8⅓	135
4.	Bayer Aspirin (Dancer-Fitzgerald-Sample)	1	2	10	87
5.	Phillips Milk of Magnesia (Dancer-Fitzgerald-Sample)	1	2	5	56
6.	Bromo Seltzer (Lennen & Newell)	1	1	4	32
7.	Rolaids (Ted Bates)	P	1	1	20
8.	Alkaids (Emil Mogul Co.)		1	4	19
	Bisodol Mints (Sullivan, Stauffer, Colwell & Bayles)	1	1	1	19
10.	Tums (Dancer-Fitzgerald-Sample and Ruthrauff & Ryan)	P	1	1	7
11.	St. Joseph Aspirin (Lake-Spiro-Shurman)	—	1	2	6
12.	Salfane Headache Remedy	—	1	1	1

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

(P) Participations as distinguished from sponsorship.
* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."
** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred Feb. 11-17, 1956.

Adv. Research Foundation Adds 17 New Subscribers

AN ADDITION of 17 new subscribers the first quarter of this year has boosted the subscription to Advertising Research Foundation to 221, ARF has reported.

ARF also noted that since its reorganization in late 1951, the overall subscription renewal rate has been "over 94%."

Among the new agencies in the first quarter: George W. Hartman Co., Charles W. Hoyt Co., Emil Mogul Co. and Rogers & Smith. Advertisers: Bulova Watch Co.; Crosley and Bendix home appliances, divisions of AVCO Mfg.; Monsanto Chemical Co., and the New York Stock Exchange.

Cone Sees Agencies' Need As Creativity, Ingenuity

U. S. ADVERTISING has come up against a sonic barrier of bulk and volume which it can penetrate only through great creativity and ingenuity, Fairfax M. Cone, president of Foote, Cone & Belding, told the Los Angeles Advertising Club last Tuesday. He also addressed the San Francisco Advertising Club Wednesday.

"Before radio," he said, "the advertiser competed for interest. Today, the competition is for time." The 40-hour week has allowed people to do more things, Mr. Cone explained, but it also has resulted in more activities competing for the consumer's attention, let alone much more advertising.

Considering that total advertising expenditures in 10 years have increased 2½ times to over $9 billion, Mr. Cone noted, "never before in advertising must promises come so fast and benefits appear so bright." He made note how tv has altered evening reading habits, but felt tv's ad bulk is diluting the medium's impact.

Citing that the U. S. currently is experiencing an economy of abundance, Mr. Cone warned that the future health of American business may depend largely on the ability of the advertising man to create a new marketing technology to meet that of production. He said the automobile is responsible for this new social order, creating new markets by permitting people to move away from the "wrong side of the tracks."

Since tv came on the scene, "it is no longer economically possible for many advertisers simply to outspend, or as some people think, outshout their competition," Mr. Cone related. Creativity in advertising, manufacturing and marketing is the only answer, he said, but not for the purpose of getting the competition's business. "We don't need the other fellow's business nearly so much as we need new business for all of us."

Noting the constant improvement almost weekly in television programming and commercials, Mr. Cone described tv advertising as "printed advertising in motion. It is not radio with pictures. This is dead wrong and the mistake is still being made."

Revlon Hits New Sales Peak

RECORD SALES for the first quarter of this year of $20.15 million and earnings of $1.8 million were reported last Wednesday by Revlon Products Corp. at its first public shareholders' meeting in New York. The firm, which last December placed stock on the open market for the first time, said its sales figure for the current quarter represents a 150% increase over the same period last year. Revlon sponsors the *$64,000 Question* and alternates sponsorship with P. Lorillard (Kent cigarettes) on the *$64,000 Challenge*, both CBS-TV and this week launches its greatest tv spot campaign to date.

General Foods Takes Ziv Show

GENERAL FOODS Corp. (Maxwell House coffee), White Plains, N. Y., has signed to sponsor Ziv Television Programs' *West Point* tv film series next fall on CBS-TV (8-8:30 p.m. EST), it was announced last week by M. J. Rifkin, Ziv tv vice president in charge of sales [CLOSED CIRCUIT, April 9]. The agency for General Foods is Benton & Bowles, New York.

The dramatic anthology series, which will be filmed on both the East and West Coasts, marks Ziv Tv's first network sale of its product. The filmed series replaces *Mama*, which has been on CBS-TV since July 1, 1949.

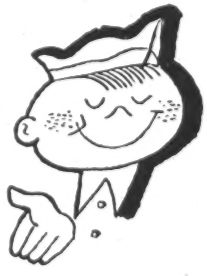
Local Advertisers Must Have Immediate Response

IN PHILADELPHIA

MORE LOCAL ADVERTISERS

USE dial 950 **WPEN**

THAN ANY OTHER STATION*



By the way, More national advertisers use WPEN than any other station*

Represented nationally by Gill-Perna, Inc.
New York, Chicago, Los Angeles, San Francisco

*B.A.R., Inc.

Airline Renews Spot For Nearly $1 Million

IN ONE of the largest single purchases of spot radio time, American Airlines has signed a three-year renewal contract of the *Music 'Til Dawn* program over five CBS Radio Spot Sales-represented stations at a total cost of nearly $1 million.

The announcement of the purchase, made last week by Wendell B. Campbell, CBS Radio vice president in charge of CBS Radio Spot Sales, pointed out that *Music 'Til Dawn* will begin a half hour earlier (11:30 p.m. instead of midnight) and continue until 5:30 a.m. on KCBS San Francisco, WCBS New York, KNX Los Angeles, WBBM Chicago and WTOP Washington. The contract covers a total of 29,133 programming hours, according to Mr. Campbell. The renewal was effective last Monday on WCBS and WTOP, and will take effect on WBBM, KCBS and KNX April 30.

Commenting on the renewal contract, C. R. Smith, president of American Airlines, said:

"The association of American Airlines' quality service with the high standard of music offered *Music 'Til Dawn* on these five stations has been most satisfying over the three years since the program's inception. Our renewal reflects the considered judgment of American Airlines that *Music 'Til Dawn* has justified its claim to a share of our advertising budget."

The program, which was launched in April 1953, is carried in those areas which provide American Airlines with a high percentage of its business. It has a format of classical and semi-classical music. The on-the-air personalities are: Dave McElhatten, KCBS; Mel Baldwin, KNX; Jay Andres, WBBM; Bob Hall, WCBS; and Roger Fleet, WTOP. A CBS Radio spokesman said that a recent study by Pulse showed that the program has a weekly audience of almost two and one-half million listeners within the basic service area of the five CBS Radio stations and more than 3 million listeners within the stations' total service areas.

Sindlinger Names Ed Thorne To Head New Client Service

ED THORNE, former president of United Theatre Owners of Oklahoma, will head a new client service department for Sindlinger & Co., audience research firm with headquarters in Ridley Park, Pa.

Mr. Thorne's office will be in Oklahoma City for the time being. His duties will be to conduct clinics with tv station and sponsor clients throughout the country.

One phase of the Sindlinger organization's work is to determine, as nearly as possible, what a program's audience rating will be before the show takes to the air [B•T, April 9].

P&G Shifts Biow Accounts To Grey Adv. Tatham-Laird

TWO new agencies and one of its present agencies were appointed last week to handle the advertising of several products for Procter & Gamble, Cincinnati, as a result of the impending withdrawal of The Biow Co. [AT DEADLINE, April 9], which had been servicing P&G.

The two new agencies are Grey Adv., which will get Lilt home permanent wave and Shasta shampoo, with billing amounting to approximately $1.5 million; and Tatham-Laird, Chicago, which will pick up $2 million in billing on the Fluffo account.

Spic and Span, which spends nearly $1 million, will be assigned to Young & Rubicam, New York, a P&G agency since 1949.

The new assignments will take effect July 1, 1956.

Turnbull, Bradford, Wolfe Named V.P.'s by Compton

HENRY R. TURNBULL, George A. Bradford and Ralph L. Wolfe, all department heads on the Crosley-Bendix (Avco) account at Compton Adv., N. Y., have been elected vice presidents of the agency.

MR. TURNBULL

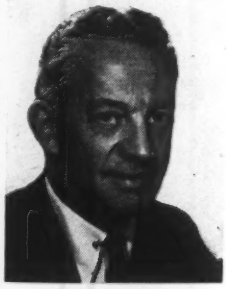
Before joining Compton in August 1955, Mr. Turnbull was a vice president and account executive with The Biow Co. (then Biow-Beirn-Toigo). Mr. Bradford, who came to Compton last October, was formerly advertising and sales promotion manager of General Electric's radio-tv department, and Mr. Wolfe, who joined the agency this past March, was former manager of Geyer Adv.'s Detroit office.

MR. BRADFORD

MR. WOLFE

Humphrey Becomes Chairman, Two Promoted at HA&R

R. S. HUMPHREY, president of H. B. Humphrey, Alley & Richards Inc., Boston and New York, has been elected chairman, and has been succeeded by Charles A. Holcomb, the agency's executive vice president. Dean Uptegrove, creative director, will have the added responsibility as HA&R's executive vice president. Mr. Humphrey will continue in Boston, while Mr. Holcomb and Mr. Uptegrove will be located in New York.



MR. HUMPHREY

Humphrey, Alley & Richards was formed in 1951, following the merger of the original H. B. Humphrey Co.—founded in 1887 by the present Mr. Humphrey's father—with Alley & Richards Inc. Mr. Holcomb and Mr. Uptegrove had been with Alley & Richards for 14 and 23 years, respectively, and with HA&R for the past five years.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

April 17 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co., through Gardner Adv. on alternate weeks.

April 21 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co., through Ruthrauff & Ryan (also April 28, May 5, 12, 19, 26).

April 26 (8:30-9:30 p.m.) *Climax,* Chrysler Corp., through McCann-Erickson.

May 5 (9:30-11 p.m.) *Ford Star Jubilee,* "This Happy Breed," Ford Motor Co., through J. Walter Thompson.

May 10 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp., through McCann-Erickson.

May 24 (8:30-9:30 p.m.) *Climax,* Chrysler Corp., through McCann-Erickson.

NBC-TV

April 16-20 (3-4 p.m.) *Matinee,* participating sponsors (also April 26, 30-May 4, May 7-11, 14-18, 21-25, 28-31).

April 16-20 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also April 23-27, 30-May 4, 7-11, 14-18, 21-25, 28-31).

April 16 (7:45-8 p.m.) *News Caravan,* pickup from Chicago, R. J. Reynolds Tobacco Co., through William Esty Co. (also April 19).

April 22 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha, through Bozell & Jacobs and American Chicle, through Ted Bates, alternate weeks (also May 6, 20).

April 24 (8-9 p.m.) *Milton Berle Show,* Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt (also May 15).

April 29 (9-10 p.m.) *Alcoa Tv Playhouse,* Alcoa, through Fuller, Smith & Ross.

April 30 (8-9:30 p.m.) *Producers Showcase,* "Dodsworth," Ford Motor Co., through Kenyon & Eckhardt and RCA, through Kenyon & Eckhardt, Al Paul, Lefton and Grey.

May 3 (10-11 p.m.) *Lux Video Theatre,* Lever Bros., through J. Walter Thompson.

May 6 (4-5:30 p.m.) *Hallmark Hall of Fame,* Maurice Evans Presents "Cradle Song," Hallmark Cards, through Foote, Cone & Belding.

May 12 (9-10:30 p.m.) *Max Liebman Presents,* Oldsmobile, through D. P. Brothers.

May 20 (7:30-7:45 p.m.) *Gordon MacRae Show,* Lever Bros. through BBDO (also May 28).

May 22 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also May 24, 29, 31).

May 28 (8-9:30 p.m.) *Producer's Showcase,* "Bloomer Girl," Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

[Note: This schedule will be corrected to press time of each issue of B•T]

WOAI-TV adds more color to colorful San Antonio

Pioneer WOAI-TV is again first with the finest!

Complete RCA color originating equipment — both network and local — film and slide and two live color chains.

Over 50 hours of Color programs a month

A new "zoom-type" lens — used interchangeably on black and white, color and mobile unit cameras for maximum coverage and production flexibility.

Newest RCA film projectors and Vidicon camera chains for the finest black and white film reproduction, assuring advertisers of clearest pictures and audio.

Spot and local advertisers agree by buying 26% more program time on WOAI-TV

New incandescent lighting to enhance both monochrome and color live productions.

And — TelePrompTer — for smooth production of programs and commercials.

These new facilities, operated by Southwest Texas' best production and engineering staff, assure advertisers everywhere of the finest TV service their money can buy.

NBC Primary Affiliate • Nationally Represented by Edward Petry & Company, Inc.

Jeanne Sullivan to Head NC&K Timebuying Division

JEANNE SULLIVAN, head timebuyer, Reggie Schuebel Inc., New York, joins Norman, Craig & Kummel, New York, as head of the timebuying department, effective immediately.

MISS SULLIVAN

In her new position she will be buying and clearing time for such accounts as Ronson products, Speidel watch bands, the Democratic National Committee, El Producto and La Palina cigars, and Bon Ami, among others.

Miss Sullivan has been with Reggie Schuebel Inc. for the past five years. Previously she was with the Duane Jones Agency, New York for eight years as a radio-tv timebuyer.

Metal Foil Plans Promotion

METAL FOIL PRODUCTS CO., Linden, N. J., starts tv test campaign to introduce its Broil-A-Foil disposable aluminum foil broiler trays in New York City. Campaign will be expanded after test on market-by-market basis throughout country. Broil-A-Foil will participate on the Josephine McCarthy, Herb Sheldon and Jinx Falkenburg shows on WRCA-TV New York and also will use newspaper space. The Wexton Co., New York, is agency.

Honold Joins Friskies

G. ALBERT HONOLD, formerly vice president and general manager of Honig-Cooper Co., Los Angeles, has been appointed advertising manager of Friskies pet foods, it was announced last week by Paul Willis, vice president in charge of advertising for the parent Carnation Co., and Donald H. Arnold, general advertising manager of Carnation's pet foods, cereals and food division. Friskies is under Albers Milling Co. division of Carnation and is advertised on *Annie Oakley*, syndicated tv series in 146 markets; *Waterfront*, syndicated tv series in various western markets, and on CBS-TV's *Burns & Allen Show*.

Hollander to Kletter Assoc.

ALVIN L. HOLLANDER Jr., former operations department director, DuMont Television Network, and since Jan. 1 with Edward Kletter Assoc., New York on a free-lance basis, has joined the Kletter Agency as manager of the radio-tv department. Mr. Hollander, with DuMont since 1947, left the former network last December. During his DuMont association, he took a leave of absence to help set up tv operations for 20th Century-Fox in Australia.

AGENCY APPOINTMENTS

Kitchen Art Foods Inc., Chicago, names Clinton E. Frank Inc., Chicago, for Py-O-My line of mixes.

E. F. Drew & Co., N. Y., appoints Donahue & Coe Inc., N. Y., for Tri-Nut margarine.

A&A PEOPLE

William Strosahl, vice president and art director, William Esty Co., N. Y., named creative director of agency.

Herbert Kaufman, vice president and secretary of Du-Fine-Kaufman Inc., New York advertising and public relations agency, has resigned. He will announce future plans shortly.

Joseph R. Joyce, vice president and account supervisor, Ruthrauff & Ryan Inc., N. Y., formerly with Donahue & Coe Inc., N. Y., 1946-48, returns to D&C as vice president and account supervisor.

Edwin G. Foreman Jr., formerly vice president of Al Paul Lefton Co. Inc. and general manager of Chicago office, to O'Grady-Anderson-Gray Inc., same city, as vice president.

Edward Pyle, film supervisor at CBS Television City, L. A., joins N. W. Ayer & Son there this week as head of film quality control services for Ayer clients. Agency also transferred **Beverly Keim** from Phila. office to L. A. as advertising consultant for Southern California Plymouth Dealers.

William R. Hesse, vice president and account supervisor, Benton & Bowles, N. Y., elected to board of directors. Mr. Hesse joined agency several months ago after eight years as vice president and account supervisor, BBDO.

Dade Ellison, account executive, Gourfain-Cobb Assoc., Chicago agency, elected vice president in charge of creative planning.

Keith Royer, account executive, John V. Anderson Adv. Agency, Omaha, named vice president.

Courtenay Moon, copy chief and tv director, Guild, Bascom & Bonfigli, S. F., and **Rod MacDonald,** head of media department, elected vice presidents. **Byron Mayo,** account executive, L. A. office of Foote, Cone & Belding, to Guild, Bascom & Bonfigli Inc., S. F., in same capacity, assigned to work on Foremost Dairies account.

Donald E. Leonard, broadcast media department, McCann-Erickson, N. Y., to W. B. Doner Adv. Agency, Baltimore, as media director, **Arthur Kronen,** traffic coordinator, Cunningham & Walsh, N. Y., to Doner, Baltimore, as production manager.

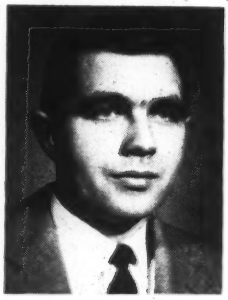
MR. LEONARD MR. KRONEN

Arnold C. Graham, advertising and sales manager, Guinness Div., Goebel Brewing Co., Detroit, for past six years, to Kenyon & Eckhardt, Chicago, as account executive. **William A. Mowry,** executive producer, Herbert S. Laufman, to K&E, Chicago, as commercial producer. **Edward W. Harbert II,** NBC producer-director of closed-circuit color tv for past two years, to Kenyon & Eckhardt, N. Y., in radio-tv department as director of program development. **Joseph Quinn,** Rowe, Doherty Assoc., public relations firm, to K&E, N. Y., as publicist. **Harold Allen,** researcher, Johns Hopkins U., to K&E, N. Y., as assistant research director. **Robert P. Young,** copy and public relations man, MacLaren Adv., Montreal, to Kenyon & Eckhardt Ltd., Montreal, as copywriter. **William G. M. Haire,** formerly with McKim Adv., Montreal, to K&E, Montreal, as staff artist.

David Solomon, free-lance copywriter, to CBS-Columbia, radio-tv set manufacturing division of CBS Inc., as cooperative advertising manager.

Howard Connell, vice president, Ogilvy, Benson & Mather, N. Y., and formerly creative head on American Tobacco Co. account at Lord & Thomas, predecessor agency to Foote, Cone & Belding, N. Y., returns to FC&B as group copy head on N. Y. accounts.

Leonard Kotowski, copywriter, Grant Adv., Detroit, promoted to group copy chief on Dodge passenger car account.



MR. KOTOWSKI

Ben Norman, radio-tv production director, Doyle Dane Bernbach, L. A., transferred to N. Y. office in similar capacity.

Walter Hughes, WTRY Troy, N. Y., to Mastic Tile Corp. of America, Newburg, N. Y., as assistant advertising manager.

James O. Rankin, vice president and creative director, Hilton & Riggio, N. Y. agency; **Neil Landy,** engineering production division, RCA International, and **Richard F. Creedy,** Ted Bates agency, N. Y., all to copy staff, J. M. Mathes Inc., N. Y.

Bob Bingham, news editor and special events director, WGBS Miami, Fla., to Ted Outlaw Adv. Agency, Greenville, S. C., as head of tv and radio departments. **Herbert J. Walton,** Quality Textiles Inc., Greenville, to Outlaw as account executive.

Edward P. Wurtzebach, formerly account media director, Ruthrauff & Ryan, named associate media director, J. Walter Thompson Co., Chicago.

Dorian St. George, former ABC staff announcer and producer, to Charles L. Rumrill & Co., Rochester, N. Y., as director of radio and tv.

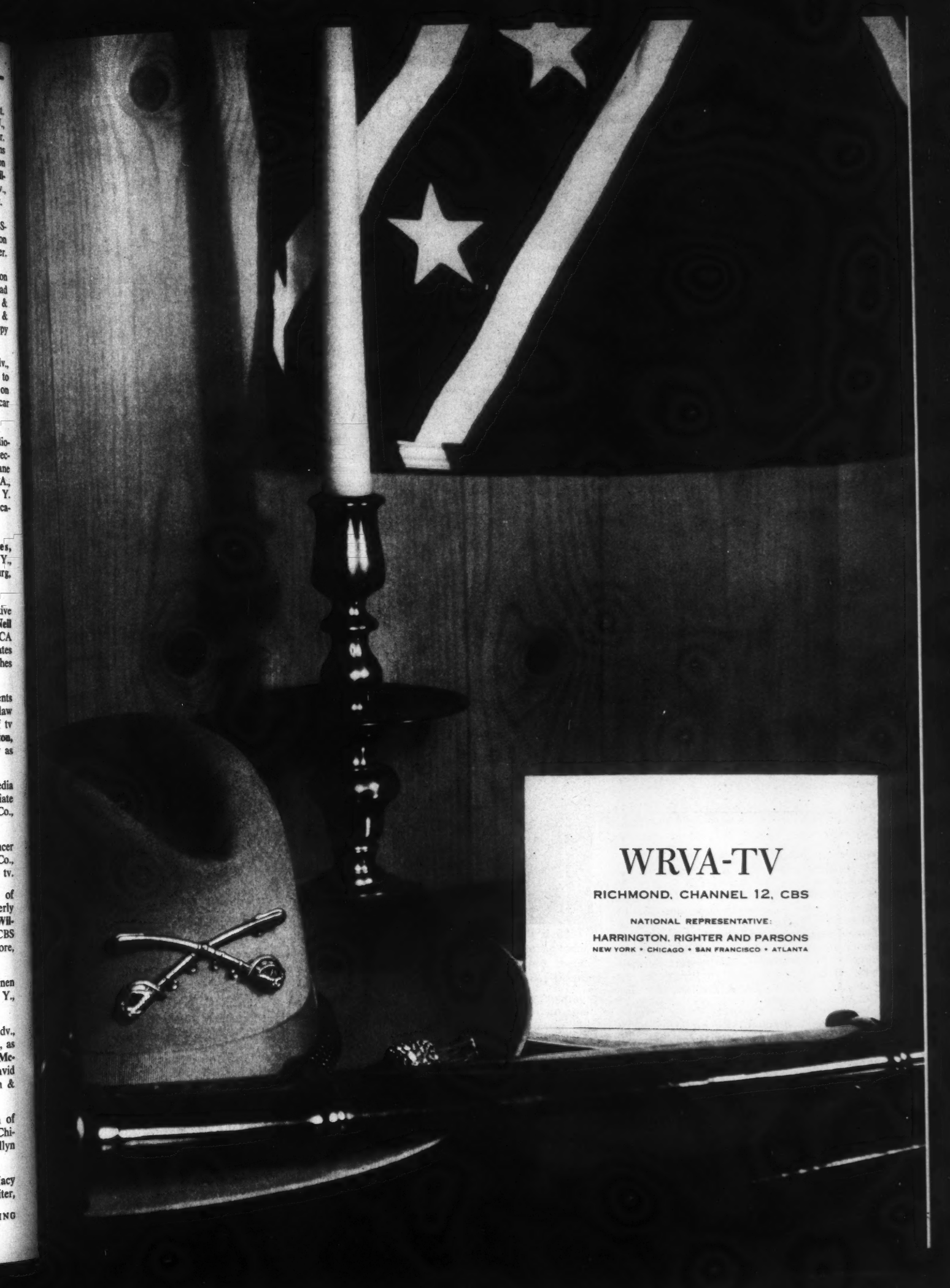
Larry Pendleton, formerly vice president of Jordan Co., to Walter McCreery Inc., Beverly Hills, Calif., agency, as account executive. **William Dyer,** former sports announcer for CBS and operator of his own agency in Baltimore, to McCreery as account executive.

George Kern, associate media director, Lennen & Newell, N. Y., to McCann-Erickson, N. Y., as tv-radio account executive.

Arthur Daly, account executive, D'Arcy Adv., N. Y., to Ogilvy, Benson & Mathers, N. Y., as director of radio and television. **David B. McCall,** vice president and creative director, David J. Mahoney, N. Y., rejoins Ogilvy, Benson & Mather, N. Y., as associate copy chief.

Max E. Wildman, partner in the law firm of Kirkland, Fleming, Green, Martin & Ellis, Chicago office, elected director in Ross Llewellyn Inc., Chicago advertising agency.

John Marden, department head, R. H. Macy Co., N. Y., and **Margaret Holt,** copywriter,


WRVA-TV
RICHMOND, CHANNEL 12, CBS
NATIONAL REPRESENTATIVE:
HARRINGTON, RIGHTER AND PARSONS
NEW YORK • CHICAGO • SAN FRANCISCO • ATLANTA

Ogilvy, Benson & Mather, N. Y., to Grey Adv., N. Y., as assistant account executive and radio-television writer, respectively. **Frank Stern,** editor analyst, Arnold Bernhard & Co., to Grey Adv., N. Y., as economist in research dept. **Norman Herwood,** copy chief, Blaine-Thompson, N. Y., to Grey, in copy department. **Norma Marmoci,** formerly in copy department, Benton & Bowles, N. Y., to Grey, in same capacity.

Linwood F. Brown, national sales manager, Institutional Products Div., General Foods Corp., to marketing manager, and **Walter F. Volckmann,** division's sales promotion and advertising manager, to new products and market research manager, both new posts. Mr. Brown will be succeeded as national sales manager by **John F. Lorch,** central region sales manager, Chicago, and **David J. Hopwood,** merchandising manager, replaces Mr. Volckmann.

Myrtle Green, who as June Marlowe, conducted *Your Neighbor* program on WMAQ Chicago more than 20 years for Wieboldt Stores Inc., appointed advertising manager of department store chain, succeeding **Mrs. Marion Hilker,** resigned.

Fred Gross promoted from assistant production manager to production manager at Waldie & Briggs Inc., Chicago advertising agency. He succeeds **Alex Reitz,** promoted to vice president for media and production last December.

Warren C. Russell, production manager, WGR-TV Buffalo, N. Y., to Ketchum, MacLeod & Grove Inc., Pittsburgh, Pa., and N. Y. agency, as producer.

Doyle W. Lott, formerly director of advertising, Reo Motors Inc., Lansing, Mich., appointed assistant account executive on Dodge account, Grant Adv., Detroit, Mich. **Jerome K. Westerfield** appointed group copy chief on Electric Auto-Lite account at Grant Detroit office. **Joe K. Hughes,** former Texas newspaperman, to public relations division, Grant Dallas office.

St. Clair O. Dixon, account executive and production manager, Fensholt Adv. Agency, Chicago, for past nine years, to Chicago office of Grant Adv. as assistant to production manager.

Jack E. Schlegel, sales manager, Ekco Products Co. (housewares), Chicago, appointed advertising manager.

Joseph M. Cahill Jr., sales staff, KCMO-TV Kansas City, to Potts-Woodbury Inc., Kansas City advertising agency, as account executive.

Wallace R. Magill, free-lance director, NBC's *The Telephone Hour,* has rejoined radio-tv program department, N. W. Ayer & Son, N. Y., as producer-director of programs. He also will supervise new *Telephone Time* on CBS-TV. Other additions to Ayer's radio-tv department: **Donald S. Hillman,** former NBC-TV and Ford Foundation producer; **Robert Wilbor,** NBC-TV director, and **Ronald L. Buebendorf,** formerly with media research dept., Sullivan, Stauffer, Colwell & Bayles. **Isabel Ziegler,** The Biow Co., N. Y. to Ayer.

Thomas J. McDermott, vice president, N. W. Ayer & Son, N. Y., to marry Helen Whitmore, television copy supervisor at Ayer on April 24, at Savoy Plaza Hotel, N. Y.

Bryant Venable, 82, vice president of Associated Adv. Agency, Cincinnati, Ohio, died March 29.

Maurice Collette, 70, retired vice president and director, BBDO, N. Y., died April 3 in Bronxville, N. Y. He joined Geo. Batten Co., forerunner of BBDO, in 1904, resigned in 1952 and lived in Pelham Manor, N. Y.

REVOLUTIONARY NEW TV TAPE PROCESS UNVEILED BY AMPEX

CBS-TV orders three units of new machine that shortcuts many of the present difficulties of tv tape. Ampex officials say it will be developed further for color.

A STRIKING video tape process by Ampex Corp., which holds promise of revolutionizing the entire television industry, moved out of the laboratory stage into the marketplace over the past weekend. Particular benefits are envisioned for network programming as well as having a bearing on syndicated film and kinescope operations, much as audio recorders altered network radio concepts eight years ago.

Its impact and potential came to the commercial fore with an announcement by Ampex Corp., pioneer manufacturer of magnetic recorders, that it had developed a video tape recorder for a cost-beset industry, promising several advantages for tv networks and including the prime requisite of picture quality.

Ampex demonstrated its video tape recorder (VTR) simultaneously Saturday in Chicago before over 200 CBS-TV affiliates and in its Redwood City, Calif., laboratory. The manufacturer reported it will turn out a "limited number" (probably eight) of these prototype units for tv networks and government and private research labs.

CBS-TV reported it has ordered three units at a cost of $75,000 each, with expected delivery by August according to best estimates, for utilization in its fall programming schedule. Most practical advantage: resolving of the traditional three-hour time differential between East and West Coasts and the supply of "better quality pictures" for its affiliates.

The recorder operates at only 15 inches per second on a 14-inch reel with two-inch magnetic tape and provides for recording and reproduction of a full-hour television program—the speed being by far the slowest yet claimed for any video tape system.

Ampex officials expressed confidence it would face "no problem" in expanding the basic technique to include color and reported the company is devising "a system for recording programs in full color as a logical extension of the current development."

The Ampex development had been a well-guarded secret, although the system has been in the testing stage for 30 months.

Only last summer some authorities were prepared to concede that the first practical magnetic tape device for video was perhaps three years away commercially, despite intensive behind-the-scenes lab work [CLOSED CIRCUIT, May 23, 1955]. Other authorities, including Bing Crosby Enterprises, had estimated that color tape equipment would be commercially ready by mid-1957 [B•T, Nov. 14, 1955].

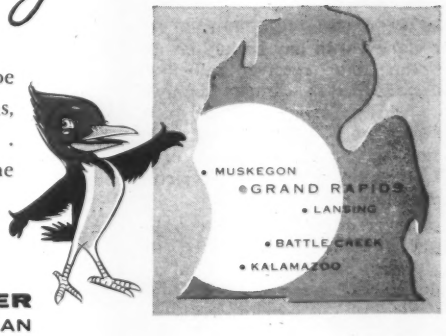
In the wake of the Ampex announcement—and its subsequent demonstrations this week during the annual NARTB convention—many a telecaster and advertiser will be asking what effect if any (and how soon) it will have on syndicated film properties, if other networks follow the lead of CBS-TV and order similar recorders in a possible trend toward the slotting of programs at uniform time periods throughout the country.

At Saturday's affiliates meeting, William B. Lodge, CBS engineering vice president, reported his network is "very enthusiastic" about the development and expressed gratification that CBS-TV "is scheduled to be the first television network to receive Ampex video tape re-

THIS is the new Ampex television tape recorder. Development of the project was in charge of Charles P. Ginsburg (l), senior project engineer in charge of video development, and Phillip L. Gundy, manager of the audio division, here inspecting the magnetic head assembly.

WOODLAND-TV *is* BIG *territory!*

Here's the business end of a high-powered motoring market you may be missing . . . currently wheeling along at the rate of $514-million for gas, oil and automotive products. Western Michigan motorists are YOURS . . . when you buy WOOD-TV, Grand Rapids' only television station . . . the country's 18th television market. Ask us to tell you more!



WOOD-TV

WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY

corders." He felt use of the equipment to bridge time lags "will improve the technical quality of CBS television programs and will enable our affiliated stations on the West Coast to deliver better quality pictures in the home."

Apart from its other claimed advantages (more program time on less bulky reels, etc.), utilization of the video recorder conceivably could result in widespread economies in CBS-TV West Coast operations because of its erasure factors. Tapes could be erased and re-used dozens of times over.

In instances where it is used, the cost-per-thousand concept would have a free hand with re-use (kinescopes cost about $200 per hour and have little replay value).

Initial delivery of recorders to CBS-TV by "late summer" was announced by Phillip H. Gundy, manager of Ampex's audio division, who headed the project. Best guess seems to be sometime in August.

The development marked another "first" for Ampex, which is credited with introducing the first magnetic tape sound recorder for radio in 1948 and saw the method adopted industry-wide by all networks, thus cutting a new pattern in operating methods and economics. Introduction was linked to Bing Crosby's ABC Radio program, which drew criticism at the outset but which later was dissipated with refinements in audio tape processes in later years.

Ampex is one of several firms, along with RCA, which has done experimental work on both black and white and color magnetic devices, others being Armour Research Foundation, Bing Crosby Enterprises (which has not exploited its monochrome units pending comparable achievements in color picture quality), Brush Development Co. and Magnecord Inc.

RCA unveiled a tape recorder early last year after field-testing. Bing Crosby Enterprises followed suit with its own color model later that month [B•T, Feb. 28, Feb. 7, 1955].

How does the new Ampex VTR work? Once installed and adjusted, according to officials, it's the epitome of simplicity and amounts to the "push-button" type of operation envisaged for tv stations on color and monochrome tape in the not too distant future, with resultant economies.

The recorder system carries picture and sound on a single two-inch tape, picture quality emerging as "considerably better" than that from kinescope methods utilizing photographic film, according to Charles P. Ginsburg, Ampex senior project engineer in charge of video development. Apparent at Saturday's demonstration was that the ability to reproduce accurately all shades from black to white ("gray shade") is an inherent part of the new system, and it's claimed that, by contrast, the gradation from one to the other is not uniform in photographic film.

Another factor was resolution or measure of picture clarity, with any limitations adjudged to be in the home receiver rather than in quality of transmission. Ampex claims its unit will record and reproduce over 320 lines, compared to maximum 340 lines transmitted by stations and against the backdrop of the accepted 275 lines on the face of the picture tube in an average home receiver.

Aside from reproduction of recorded programs with "live" telecast quality, the new recording system carries "operational and economic advantages," according to Ampex. Its engineers explained:

"Programs can be recorded directly from the tv camera, from a tv receiver, from television transmission lines or from microwave relay systems. Just as with the Ampex audio tape recorders, the program can be immediately replayed with no processing of any kind necessary. Considerable economy can be effected by erasing the recorded signal when it is no longer needed and re-using the tape to record another program. This is in contrast to photographic film which cannot be re-used after it has been exposed."

Operates Like Audio Tape

One button is pushed to start recording processes and another for playback, with operating principles much the same as in the firm's audio tape recorder. Electrical signals pass through a coil around the recording (or electro-magnet) head. Magnetic field impresses a pattern on the tape's magnetic surface as it passes the head, with pattern and electrical signals in the coil thus corresponding and the pattern corresponding to what the camera "sees" at any instant.

For reproduction, the tape passes across the same head and the pattern induces a current in the coil around the head. Induced current can be fed to a tv transmitter as though it were emanating from the tv camera, because the pattern corresponds to the original picture.

The VTR records frequencies as high as 4 mc to obtain a 320-line resolution. To attain a frequency response of 15,000 cycles per second, Ampex audio tape recorders use a tape speed as low as seven-and-a-half inches per second, while by contrast in video tape, speed would have to reach 2,000 inches per second for 4 mc responses. On that basis, a 14-inch magnetic tape could record only 29 seconds of program material.

Thus, with necessity of reducing tape speed, Ampex engineers use a magnetic head assembly which rotates at a high speed, giving an effective tape speed sufficient to record and reproduce the full 4 mc band width. The tape moves slowly and the heads move at a very high speed rate across the surface of the head. The magnetic pattern is recorded transversely across the tape instead of longitudinally as in conventional audio recorders. The sound that goes with the picture is recorded in an ordinary manner along one edge of the tape.

The latest video tape developed by Bing Crosby Enterprises comprises a half-inch tape run at 180 inches per second with 2½ mc and is said to be capable of carrying 20 minutes programming time [B•T, Nov. 14, Oct. 31, 1955].

Hoffman Appoints Three

DAVE VAN WINKLE has been appointed to the new position of sales promotion manager of the radio division of Hoffman Electronics Corp., Los Angeles. Mr. Van Winkle previously was with the sales division of Hoffman.

Bill Baldwin, who has been with Hoffman for the past three years, has been advanced to the post of advertising manager for the radio division, and Bob Andrews, formerly assistant advertising manager for Abbey Rents, has been made new production manager on the Hoffman advertising staff.

Tape Timing Guide Issued

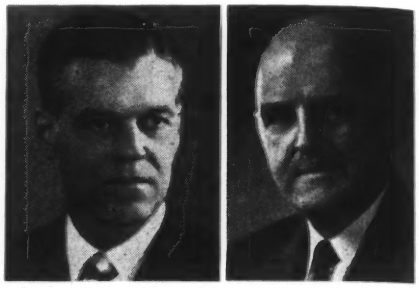
A NEW timing chart in the form of a simplified slide rule, designed to show at a glance the time and length factors involved in tape recording, has been introduced in the Reeves Soundcraft Corp. line as an accessory item, the company announced last week. With it, officials said, "the tape-recordist can tell, before he starts, how much tape he will need to record for a certain period of time or how long a certain tape will last him at any recording speed." The Soundcraft Timing Chart is available at Soundcraft dealers for $1.20.

JAMES M. SKINNER JR. IS PHILCO PRESIDENT

Company's new head succeeds James H. Carmine, who will continue as board member and member of finance committee. Board also re-elects William Balderston as chairman at organization meeting held in Philadelphia.

JAMES M. SKINNER Jr. is new president of Philco Corp.

Mr. Skinner, who previously was vice president-general manager of Philco's Television Div. and remains a corporation director, was elected at an organization meeting of the company's board April 6 in Philadelphia. He succeeds James H. Carmine, who earlier had announced his intention to retire as president upon expiration of his term.



MR. SKINNER MR. BALDERSTON

Mr. Carmine will continue as a member of the board and of the finance committee and will serve as a special consultant on sales and merchandising.

The board also re-elected William Balderston as chairman and amended the firm's bylaws to provide for 13 directors instead of 22.

Mr. Skinner joined Philco in 1934 and has held executive positions of increasing responsibility in almost every division of the company.

Mr. Balderston served as Philco president from 1948 to 1954, during which time the organization became one of the largest companies of the country, with peak sales in 1953 of more than $430 million.

Mr. Carmine, who joined Philco in 1923 as a storage battery salesman, was elected president in 1954.

Emerson Cites Lowest Price

EMERSON RADIO & PHONOGRAPH Corp., Jersey City, says its price for three new portable radio models are "the lowest" on the market. It is offering a transistor radio at $28, a conventional battery portable at $18 and a three-way portable at $28. The company's board of directors, at its last meeting, declared a quarterly cash dividend of five cents per share on the 1,935,717 shares outstanding, payable April 16 to stockholders of record April 5.

Cathode Ray Tube Sales Up

SALES of cathode ray television tubes totaled 898,063 units in February compared to 892,385 in January and 859,529 in February 1955, according to Radio-Electronics-Tv Mfrs. Assn. Sales of receiving tubes totaled 37,754,000 in February, 40,141,000 in January and 38,526,000 in February 1955.

Here's an

IDEAL *TEST MARKET

Served by

CASCADE TELEVISION

*LOW COST

*ISOLATION

*POPULATION

*DIVERSIFICATION

*SHOWMANSHIP

Market Facts

Households	145,200
Retail Sales	$530,521,000
Food Sales	$117,361,000

Source: 1955 Sales Management Survey of Buying Power

Contact

WEED TELEVISION

Pacific Northwest: MOORE & LUND

WCKY'S LARGE AUDIENCE
AND LOW RATES, GIVE YOU THE
LOWEST COST PER THOUSAND
IN CINCINNATI

WCKY . . . ON THE AIR EVERYWHERE ● TWENT

STATION

WCKY

...OHIO...

FOLLOW THE PROVEN FORMULA FOR LOW COST SALES IN CINCINNATI

L. B. Wilson INCORPORATED WCKY CINCINNATI

BUY WCKY . . . INVESTIGATE TODAY

NEW YORK	CINCINNATI	CHICAGO	SAN FRANCISCO	LOS ANGELES
Tom Welstead	C. H. "Top" Topmiller	A M Radio Sales	A M Radio Sales	A M Radio Sales
Eastern Sales Mgr.	WCKY Cincinnati	Jerry Glynn	Ken Carey	Bob Block
53 E. 51st St.	Phone: Cherry 1-6565	400 N. Michigan Ave.	607 Market St.	5939 Sunset Blvd.
Phone: Eldorado 5-1127		Phone: Mohawk 4-6555	Phone: Garfield 1-0716	Phone: Hollyw'd 5-0695

FOUR HOURS A DAY ● SEVEN DAYS A WEEK

GE Plans Manufacture Of Color Tv Receivers

GENERAL ELECTRIC was to announce yesterday (Sun.) its entrance in color tv receiver production. GE disclosed last month at the Institute of Radio Engineers Convention in New York [B•T, March 26] that the post acceleration tube it has been perfecting was near the pilot production stage.

According to GE, the color tv announcement was to be made Sunday aboard the ship *Mauretania* by Herbert Riegelman, GE's tv department general manager, during a business meeting of GE tv dealers.

In the GE announcement, technical details of the color sets were not divulged, although the company said a three-gun aperture mask tube with a chassis designed by its engineers would be used.

Just when GE's set would make its bow in the market place was not clear. The company indicated the receiver would make its appearance "in the last half of this year," that both table models and consoles would be marketed and that "tentative plans" call for introduction of color receivers along with GE's 1957 line of monochrome sets at the Chicago Furniture Mart next June.

Mr. Riegelman also was cautious on the number of color sets GE would produce in 1956, saying this factor would depend on the market, but adding that GE is prepared to produce enough sets "in sufficient quantities" to fill customer requirements.

He said that GE for some time has been preparing production lines for the color sets at its Electronics Park, Syracuse, N. Y., plant.

At the IRE convention, the company maintained its post acceleration color tube had, among other advantages, those of greatly increased brightness and tolerance. In papers by GE's C. G. Lob and H. Heil, the tube was described basically as a three-gun type in which novel construction and processing techniques were said to have eliminated "most of the internal structure normally associated with color picture tubes" and to have "allowed the deposition of the phosphor screen directly on the envelope inner face." Later, at a news conference, Mr. Lob indicated that GE was working toward cost savings in the color chassis to house the new tube.

MANUFACTURING PEOPLE

Dr. Allen M. Peterson named head of newly-formed Special Techniques Group, Stanford U. Research Institute's Engineering Div., Menlo Park, Calif. Group, part of SRI's Radio Systems Lab, will work on wave propagation problems in radio systems engineering.

Paul A. Hilton, assistant to controller, Allen B. DuMont Labs, appointed manager of subsidiary distributing corporations, with headquarters in E. Paterson, N. J. **George H. Wagner,** tv transmitter sales engineer, DuMont Labs, Clifton, N. J., promoted to sales engineering manager, succeeding **Charles E. Spicer,** named sales operations manager. **Felix D. Bonvouloir,** transmitter sales engineer, to central district field sales representative in Dayton, Ohio area. He will make headquarters in Miamisburg, suburb of Dayton.

Marshall E. Minich, General Electric Co. accountant, promoted to manager of finance for GE broadcast equipment section in Syracuse. **Thomas A. Elder,** manager of microwave tube product engineering, General Electric Co., Schenectady, to consulting engineer, GE power tube subdepartment.

Walter J. Fitzpatrick, Southern Calif. district manager, CBS-Hytron, tube subsidiary of CBS Inc., appointed west coast regional manager at L. A.

J. H. Baine Jr., Memphis, Tenn., appointed distributor division representative for Crescent Industries (phonographs, record changers, tape recorders), Chicago. He covers Arkansas, Louisiana, Mississippi and western Tennessee. **Guy T. Gunter Jr. & Assoc.,** Atlanta, named representative for southeastern states.

Matthew N. Cinelli, quality control manager, Sylvania Electric Products Inc., named quality control manager of television-radio division, Westinghouse Electric Corp., Metuchen, N. J.

William A. Cox appointed manager of radio-tv sales in Chicago-Rockford area for Consumer Products Div. of Westinghouse Supply Co., succeeding **W. A. Phillips,** transferred to Indianapolis as general sales manager. **Leonard Kleifield** promoted to tv sales supervisor in Chicago office.

Charlotte de Armond, public relations director, Hoffman Electronics Corp., L. A., resigned to open her own counselling firm. She continues as consultant to Hoffman. **William Herrman,** Hoffman public relations assistant, promoted to news bureau manager.

William J. Roach, public relations department, N. Y. Telephone Co., to project manager in public relations department of Sylvania Electric Products Inc., N. Y..

MANUFACTURING SHORTS

Philco Corp., Phila., has sold two CineScanner tv studio systems for film and slides to Osaka Tv Corp., Japan.

PrograMaster Co., E. Providence, R. I., is marketing new electronically remote controlled crawl and special effects machine designed for program credits, commercials and film. Unit features adjustable speeds and can be used horizontally or vertically. PrograMaster uses direct, non-photographic printing method to produce messages in line, halftone, shaded or color process on transparent film. Unit is said to cut film costs for stations, film producers and closed-circuit tv users.

Admiral Corp., Chicago, announces three new AC-DC portable radio receivers with printed circuit chassis, "Rotoscope" antennas and plastic cabinets. Models also contain automatic volume control and civil defense frequency markings.

Broadcast Equipment Specialties Corp., Beacon, N. Y., manufacturer of Tapak spring-powered walkie-talkie "Newscaster" tape recorders, has introduced three new 1956 models called Simplex (economy model without loudspeaker), Duplex (with loudspeaker) and Triplex (with VU meter).

Amperex Electronic Corp., Hicksville, L. I., N. Y., announces addition to line of magnetrons. Designated as Type 6589, new magnetron is non-packaged, high-power, pulsed, tunable oscillator, operating in 10-centimeter region. It features "one-piece" anode.

Burke & James Inc. (camera equipment), Chicago, has released new catalog of lenses mounted to fit image orthicon studio and field cameras. Expanded list includes full scope from 1⅜ inches focal length to 40 inches, in addition to other tv camera equipment and description of rental purchase plan.

Visual Electronics Corp., N. Y., has moved executive offices to larger quarters at 11 W. 42nd St., Suite 2850. Mrs. Tamara Z. Washnick, previously of Allen B. DuMont Labs, has been named office manager of VE.

Columbia Cuts Back 78 Rpm Production

THE 78 rpm phonograph record is obsolete.

So Columbia Records, phonograph record division of CBS Inc., indicated last week as it announced a "gradual withdrawal" of 78 rpm discs from its catalogue, paring down issuance this year to 25% of its yearly volume of single records. Since radio stations for the most part have already completed conversion from 78 to 45 rpm records, with jukeboxes not far behind, CRI President James B. Conkling noted the single 78 rpm disc is "rapidly becoming as extinct as the cylindrical record."

Columbia, which heretofore issued both 78 and 45 rpm simultaneously, based its decision on an extensive dealer-consumer study that showed, among other things, that the firm's continued issuance of 78 rpm records last year caused a considerable loss in profits.

Current plans call for a reduction to 25% of Columbia's year-round volume of 78 rpm records, which Columbia claims is the first such move taken by any member of the record industry. RCA Victor has been discouraging the sale of 78 rpm single records by increasing their price.

Union Series Available

TRANSCRIBED 13-week labor series discussing effects of the AFL-CIO merger has been prepared by the union, featuring interviews with members of Congress and labor officials. The program is available to one station in each market and is obtainable at the union headquarters, 815 16th St., N. W., Washington 6, D. C. Titled *Labor Reports to the Nation,* the opening program will feature George Meany, AFL-CIO president. The first program is scheduled April 16.

Columbia's Ellis Dies

LAST rites were held Friday in Evanston, Ill., for Girard D. Ellis, 58, manager of Columbia Records Inc.'s transcription division. Mr. Ellis died in Evanston Hospital Tuesday morning. He is survived by his wife, Evelyn, and a daughter, Jerilyn.

PROGRAM SERVICE PEOPLE

Charles T. Lynch, executive accountant, James Talcott Inc., Factors, N. Y., to Audio-Video Recording Co., N. Y., as vice president and treasurer.

Walter A. Ziegler, ASCAP field representative, Rochester, N. Y., appointed Minneapolis district manager of licensing firm. **William S. Hoffman,** formerly in ASCAP's Hollywood office in stations relations division, to Portland, Ore., office as district manager.

William M. Nugent, formerly with editorial staff, *Radio Television Daily,* N. Y., appointed assistant to promotion manager of International News Service, N. Y., and has been assigned principally to Telenews, syndicated newsfilm for tv.

John T. Valdes, former account executive, BBDO and Product Services Inc., both N. Y., to Theatre Network Television Inc., N. Y., as sales executive in Tele-Sessions (closed-circuit tv) division.

Eugene W. Fox, district manager of ASCAP's Portland, Ore., office, transferred to San Francisco in a similar capacity.

Larry Wellington, formerly with NBC, to creative department of United Film & Recording Studios, Chicago, as head of musical division.

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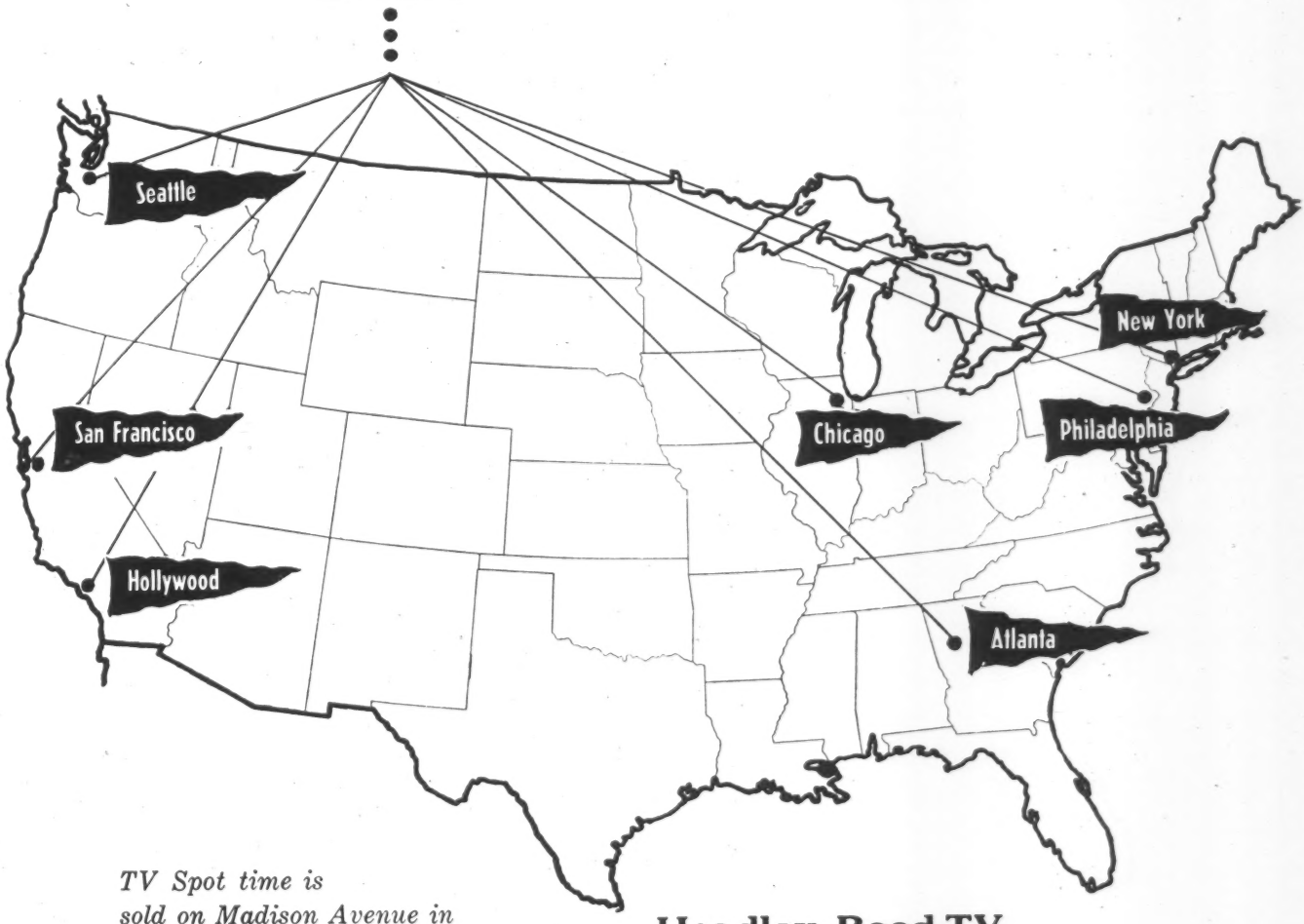

TV Spot time is sold on Madison Avenue in New York but it is also sold through Headley-Reed offices in Chicago, Philadelphia, Atlanta, San Francisco Hollywood and Seattle.

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THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN MARCH

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables; due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	15.5
2.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	12.6
3.	Death Valley Days (McC.-E.)	Wed.	7:00	WRCA-TV	11.0
4.	Great Gildersleeve (NBC Film)	Tues.	7:00	WRCA-TV	10.9
5.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	10.6
6.	Rheingold Theatre (ABC Film)	Mon.	10:30	WRCA-TV	10.1
	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	10.1
8.	Waterfront (MCA-TV)	Tues.	7:30	WABD	9.1
	Star and Story (Official)	Sat.	7:00	WRCA-TV	9.1
10.	Annie Oakley (CBS Film)	Sat.	5:30	WCBS-TV	8.4

LOS ANGELES — SEVEN-STATION MARKET

1.	Amos 'n' Andy (CBS Film)	Sun.	5:30	KNXT	21.7
2.	I Search for Adventure (Bagnall)	Thur.	7:00	KCOP	21.4
3.	Confidential File (Guild)	Sun.	9:30	KTTV	19.7
4.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	18.2
5.	Superman (Flamingo)	Sat.	7:00	KTTV	17.4
6.	Life With Father (CBS Film)	Fri.	7:00	KNXT	17.2
7.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	17.0
8.	My Little Margie (Official)	Mon.	7:30	KTTV	15.5
9.	Jungle Jim (Screen Gems)	Mon.	6:00	KTTV	15.0
10.	Buffalo Bill Jr. (CBS Film)	Wed.	6:00	KABC-TV	14.6

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	I Led Three Lives (Ziv)	Tues.	9:30	KSTP-TV	20.9
2.	Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	18.5
3.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	14.9
4.	Judge Roy Bean (Screen Craft)	Sun.	5:00	KSTP-TV	13.9
5.	Champ'ship Bowling (Schwimmer)	Sat.	1:00	WCCO-TV	13.8
6.	City Detective (MCA-TV)	Thur.	10:30	KSTP-TV	13.1
7.	Soldiers of Fortune (MCA-TV)	Sat.	4:30	WCCO-TV	12.4
8.	Highway Patrol (Ziv)	Thur.	10:00	WCCO-TV	12.2
9.	Life of Riley (NBC Film)	Sun.	6:00	KSTP-TV	12.1
	Buffalo Bill Jr. (CBS Film)	Sat.	11:30	WCCO-TV	12.1
	Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	12.1

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Highway Patrol (Ziv)	Thur.	7:00	KOMO-TV	34.9
2.	Death Valley Days (McC.-E.)	Sun.	9:00	KING-TV	34.6
3.	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	25.8
4.	Superman (Flamingo)	Tues.	6:00	KING-TV	23.5
5.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	23.4
	Buffalo Bill Jr. (CBS Film)	Sat.	4:30	KING-TV	23.4
7.	Western Marshal (NBC Film)	Wed.	6:00	KING-TV	22.9
8.	Wild Bill Hickok (Flamingo)	Thur.	6:00	KING-TV	22.8
9.	Judge Roy Bean (Screen Craft)	Mon.	7:00	KING-TV	22.7
10.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	21.8

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA-TV)	Sat.	10:00	WNBQ	32.0
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	24.6
3.	Champ'ship Bowling (Schwimmer)	Sat.	11:00	WNBQ	21.8
4.	Highway Patrol (Ziv)	Thur.	9:00	WBKB	15.3
5.	Cisco Kid (Ziv)	Sun.	5:00	WBKB	13.9
6.	Superman (Flamingo)	Sat.	5:00	WBKB	13.4
7.	Guy Lombardo (MCA-TV)	Fri.	7:30	WNBQ	13.2
8.	Confidential File (Guild)	Wed.	10:00	WBKB	12.5
	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	12.5
10.	Life of Riley (NBC Film)	Sat.	6:00	WNBQ	12.1

WASHINGTON — FOUR-STATION MARKET

1.	Amos 'n' Andy (CBS Film)	Tues.	7:30	WTOP-TV	22.8
2.	Superman (Flamingo)	Tues.	7:00	WRC-TV	22.5
3.	Soldiers of Fortune (MCA-TV)	Mon.	7:00	WTOP-TV	18.7
4.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	17.8
	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	17.8
6.	Captain Z-Ro (Atlas)	Sat.	6:30	WTOP-TV	17.2
7.	Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	16.1
8.	Little Rascals (Interstate)	Wed.	7:00	WRC-TV	15.1
9.	Jungle Jim (Screen Gems)	Fri.	6:00	WMAL-TV	15.0
10.	Buffalo Bill Jr. (CBS Film)	Thur.	6:00	WMAL-TV	14.8

ATLANTA — THREE-STATION MARKET

1.	Amos 'n' Andy (CBS Film)	Sun.	7:00	WAGA-TV	28.4
	Superman (Flamingo)	Wed.	7:00	WSB-TV	28.4
3.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	20.7
	Sheena of the Jungle (ABC Film)	Thur.	6:30	WLWA	20.7
	Waterfront (MCA-TV)	Fri.	7:00	WAGA-TV	20.7
6.	City Detective (MCA-TV)	Sat.	11:00	WSB-TV	19.5
7.	Wild Bill Hickok (Flamingo)	Thur.	6:00	WLWA	18.7
8.	Grand Ole Opry (Flamingo)	Sat.	7:00	WAGA-TV	17.7
9.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	16.6
10.	Highway Patrol (Ziv)	Fri.	7:30	WAGA-TV	15.8

CLEVELAND — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	10:30	WXEL	26.1
2.	Range Rider (CBS Film)	Sun.	7:00	WEWS	24.9
3.	Soldiers of Fortune (MCA-TV)	Thur.	7:00	KYW-TV	22.8
4.	Annie Oakley (CBS Film)	Sat.	6:30	WXEL	22.5
5.	My Little Margie (Official)	Mon.	7:00	KYW-TV	21.0
6.	Racket Squad (ABC Film)	Sat.	7:00	KYW-TV	20.0
7.	Buffalo Bill Jr. (CBS Film)	Sat.	5:30	WXEL	19.4
8.	Secret Journal (MCA-TV)	Fri.	9:00	WEWS	18.6
9.	D. Fairbanks Presents (ABC Film)	Wed.	7:00	KYW-TV	18.1
10.	Badge 714 (NBC Film)	Fri.	7:00	WXEL	17.5

BOSTON — TWO-STATION MARKET

1.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	29.5
2.	I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	28.5
3.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	26.8
4.	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	25.1
5.	Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	22.4
6.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	20.2
	Ellery Queen (TPA)	Fri.	10:30	WNAC-TV	20.2
8.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	20.0
9.	Western Marshal (NBC Film)	Wed.	7:30	WNAC-TV	19.8
10.	Stories of the Century (Hollywood)	Tues.	6:00	WNAC-TV	19.4

DAYTON — TWO-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	9:00	WHIO-TV	34.7
2.	City Detective (MCA-TV)	Tues.	7:30	WHIO-TV	30.5
3.	Gene Autry (CBS Film)	Thur.	7:00	WHIO-TV	25.4
4.	Man Called X (Ziv)	Fri.	10:30	WHIO-TV	25.2
5.	Annie Oakley (CBS Film)	Fri.	6:00	WLWD	21.8
6.	Mobil Theatre (ABC Film)	Wed.	7:00	WLWD	21.4
7.	Roy Rogers Ranch (MCA-TV)	Sat.	5:00	WHIO-TV	20.6
8.	Stories of the Century (Hollywood)	Sat.	7:00	WHIO-TV	20.1
9.	Badge 714 (NBC Film)	Sat.	10:30	WHIO-TV	19.1
10.	Wild Bill Hickok (Flamingo)	Thur.	6:00	WLWD	16.5

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O'Brian Joins TPA in Chicago, Eels Heads K. C. Office

ADDITION of Robert W. (Pat) O'Brian to the staff of Television Programs of America as Chicago manager highlighted a series of personnel changes scheduled for announcement today (Monday) by Michael M. Sillerman, TPA executive vice president.

MR. O'BRIAN

Mr. O'Brian, formerly with the Chicago sales staff of Harrington, Righter & Parsons, station representative, succeeds H. J. (Jim) Eels, who has been transfered to Kansas City as manager of the newly-opened TPA office in that city. Mr. O'Brian had served earlier in sales positions with United Artists Television and Seidel Advertising Co., New York.

In other changes, Alton Whitehouse has been shifted from TPA's general field staff to the New York office as assistant to Hardie Frieberg, vice president, eastern division, and Ed Lewis has been moved from the eastern division staff to the New York sales staff under William A. Fineshriber Jr., vice president.

Warner Bros. to Expand In Tv With Four New Series

WARNER Bros., one of several major Hollywood film studios which entered production of tv series last year, is expanding its product for tv, according to Jack L. Warner, studio head. Mr. Warner announced in New York last week that William Morris agency has been named exclusive sales representative for a proposed series of four new half-hour tv shows this next fall. They will not be part of the current *Warner Bros. Presents* on ABC-TV

Mr. Warner said the four new shows will be *Amazon Trader* starring John Sutton and to be shot in South America in color, *96 William Street* starring Lee Bowman as an insurance investigator, to be produced in New York; *Joe McDoakes* featuring George O'Hanlon, and *Port of Call* featuring John Ireland as captain of a cargo-passenger ship.

Mr. Warner said pilot films on each series are available for prospective sponsors while filming of all four series is to begin shortly.

CBS-TV Film Sales Reports On Its Programming Services

A STATUS report on CBS-TV Film Sales released last week by Fred J. Mahlstedt, director of operations and production, revealed that the unit now is providing stations and sponsors throughout the country with almost 700 half hours of programming each week.

Additionally, Mr. Malstedt said, CBS Film is supplying an hour-and-a-half of network programming each week to CBS-TV, including *Navy Log, Gene Autry,* and *The Lucy Show.* He expressed the view that the distribution relationship between networks and syndication programs will change within the next year, adding:

"While we plan to continue to produce for first run syndication and continue to release the top network film shows for further runs in syndication for local and regional sponsors, we also hope to add to the number of programs we currently have on all the networks."

Radio for 'The Lonely Man'

RADIO is being deputized in the production of Hollywood's feature westerns. According to Paramount Pictures last week, sub-miniature transistor radios will expedite production of a western drama, "The Lonely Man." When the film's stars are on horseback and at a distance from the camera, they will carry the tiny transistor radios in their shirt pockets to permit them to hear the director's instructions via a walkie-talkie transmitter. Vocal directions in mid-scene do not interfere with sound recording.

MCA-TV Film Syndication Plans Policy-Sales Meetings

COMPANY policy and sales plans were to be discussed by top executives and all regional sales managers of MCA-TV's Film Syndication Div. at a series of meetings in Chicago last Friday and Saturday (April 13-14).

The division also has set five regional sales meetings to be attended by all MCA-TV salesmen in each area during late April and early May. The first conference was to be held in Chicago yesterday (Sun.) under the direction of John Rohrs, midwestern sales manager. On Thursday, the mideastern meeting will be held in Cleveland, with Hank Long presiding. The New York area will have a dual meeting, covering the New York region and the city proper, on Saturday and Sunday (April 21-22) with Aaron Beckwith and Frank Brill presiding. The southwestern sales meeting will be held in Dallas, April 27-29, with Ray Wild presiding. Robert Greenberg will direct the western sales meeting to be held in Beverly Hills, Calif., May 4-5.

Screen Gems Establishes Scholarships for Writers

ESTABLISHMENT of scholarships by Screen Gems Inc., to encourage college students to write dramatic material for television is being announced today (Monday) by Irving Briskin, vice president in charge of production for Screen Gems.

Mr. Briskin said the U. of Chicago, Fordham U. and the U. of Iowa are the first to receive grants, and will offer scholarships immediately. Within 30 days, he said, at least three more universities will be named as participants in the program. Without disclosing specific sums, Mr. Briskin said each university in the program has been allocated a fixed sum of money to be distributed to talented students by school officials as they see fit. He added that Screen Gems will pay students prevailing rates for each story accepted by SG for production. An additional sum will be paid into the scholarship fund as a source of continuing replenishment, according to Mr. Briskin.

Sidney Urges Better Use Of Tv to Promote Movies

GEORGE SIDNEY, president of the Screen Directors Guild, told B•T Thursday that the motion picture industry is misusing television as an advertising and exploitation medium.

"The current and widespread practice of telecasting film clips from pictures as paid advertising or free publicity is just a feeble imitation of the theatre trailer, and instead of selling tickets it keeps prospective patrons from buying them," Mr. Sidney said.

"No tv set can do justice to selected scenes from a motion picture, because you simply don't get the impact of big-screen projection in your living room that you get in the theatre.

"Obviously, the advertising power of tv is tremendous, as note the enormous sums spent by sponsors to promote their nationally merchandised products," he said. "But as most theatre operators are now agreed, the present policy of attempting to sell theatrical films with what merely amounts to miniature trailers, is virtually a waste of time, effort and money."

Mr. Sidney proposed instead that the producers and distributors make more and better use on tv of the stars and featured performers who appear in their pictures.

"Just as personal appearances are a tried and true way of promoting pictures at premiers and key-city openings throughout the country, it has been well demonstrated that these same personalities on tv are effective ticket-sellers," he continued.

"Likewise, the producer, the director, the writer and others connected with moviemaking, should be seen more on tv in the roles of salesmen for their respective productions. If it is smart showmanship for the movie makers to tour the country, promote their pictures at release time, it is doubly important they should capitalize on the limitless opportunities that tv affords for this personal and extremely effective type of exploitation.

"The trailer type of advertising on tv should be completely abandoned and new and more constructive methods should be devised by our exploitation men in heralding the advent of our new pictures. Certainly, there are many better ways of merchandising our product on tv than to beam, on relatively tiny screens, excerpts from our films."

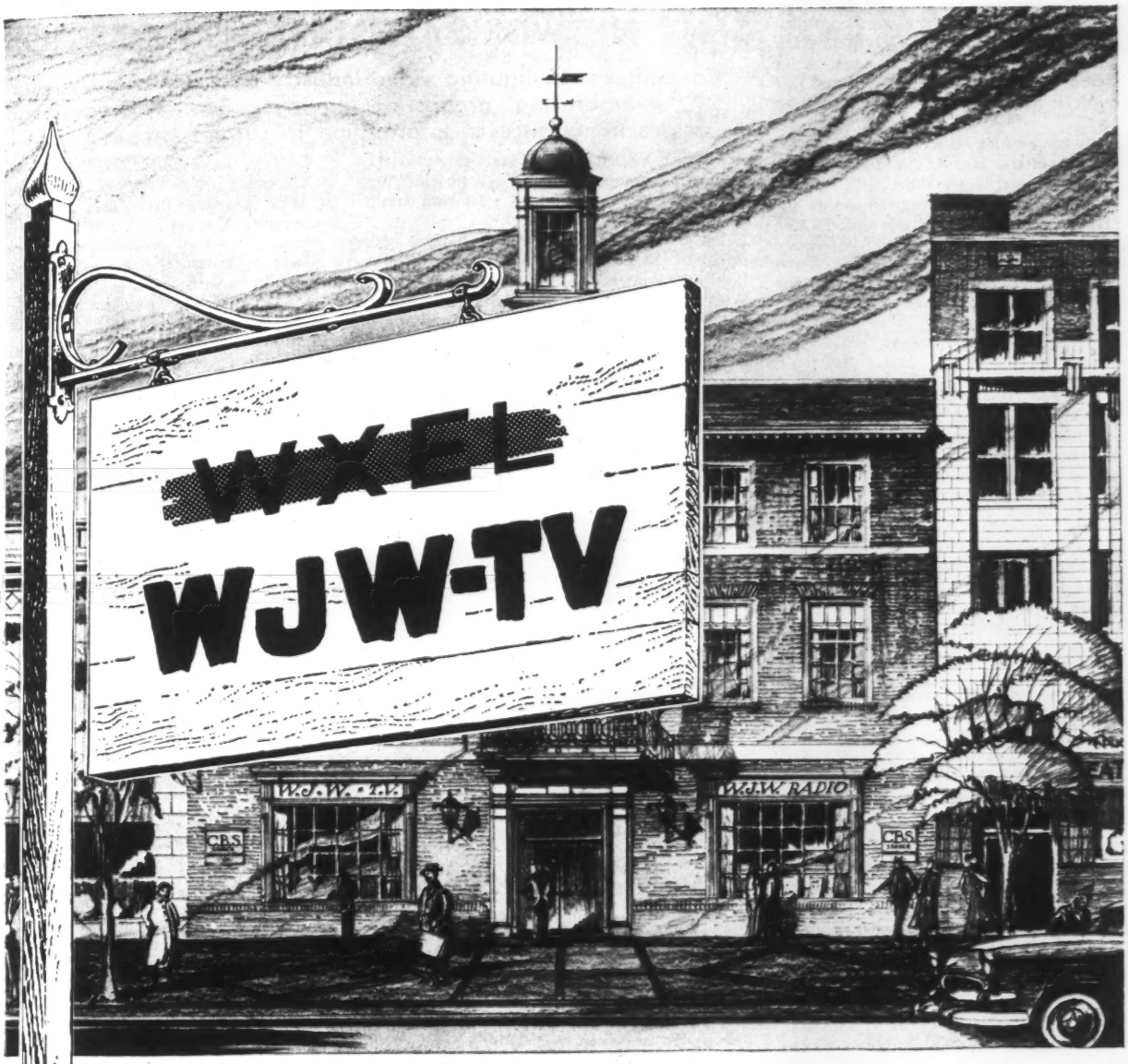
Justin to Screen Gems

REORGANIZATION and enlargement of the merchandising department at Screen Gems Inc., New York, under the direction of Edward L. Justin was announced last week by Ralph M. Cohn, vice president and general manager. Mr. Justin previously was with Kagran Corp. as operating vice president and a director. As director of merchandising for Screen Gems, he will be assisted by Joyce Selznick, supervisor of merchandising exploitation.

MR. JUSTIN

Republic Decree Lifted

CLOSING the final phase of the government's unsuccessful anti-trust suit against Hollywood's major movie studios for refusing to release 16mm films to television, Federal District Judge Leon R. Yankwich of Los Angeles last week released Republic Pictures Corp. and its subsidiary Republic Productions from the consent decree into which they entered last fall at the beginning of the trial. Judge Yankwich ruled in the historic case early last December that the movie producers could not be compelled to release their feature film product to television [B•T, Dec. 12, 1955]. Since the government has failed to appeal his decision, Judge Yankwich dismissed the case and vacated the consent decrees.



A NEW NAME...AND A NEW HOME

A change is being made in WXEL, Channel 8 in Cleveland. A change in name that has a logical association, that makes for easier identity. Sharing the Storer Broadcasting Company banner with veteran radio station WJW, Cleveland's WXEL becomes WJW-TV. And along with the change in call letters comes a change in the home of these two sister stations. In the heart of downtown Cleveland is a handsome new Williamsburg colonial structure—better-than-ever able to serve its clients and the public. Come visit us soon—there's a hospitable welcome awaiting you!

A STORER STATION

CBS

in Cleveland, keep your eye on channel 8

WJW-TV...Cleveland's Basic CBS Television Outlet

Ziv Renewals Heavy

AN estimated $1,225,000 in business contracts were signed during March by Ziv television programs with advertisers or their agencies on four different tv film series, it was reported last week by M. J. Rifkin, vice president in charge of sales.

Renewals for existing or in-production series were the pace-setters, Mr. Rifkin said, pointing out they represented more than 80% of the dollar volume. Renewals during the month included 17 for *Science Fiction Theatre*; 26 for *I Led Three Lives* and 27 for *Mr. District Attorney*. Eleven spot tv advertisers and five tv stations signed for *Man Called X* during the month, according to Mr. Rifkin.

FILM DISTRIBUTION

Albert C. Gannaway, Hollywood, preparing for release of 26 half-hour films in *Country Show* tv series produced in Nashville, Tenn. Production of additional 26 films to begin in August. Series is sponsored by Ballard flour in over 100 markets through Campbell-Mithun, Minneapolis, agency for Ballard Div., Pillsbury Mills, Minneapolis.

Southern Baptist Convention Radio and Television Commission is distributing 13-program series, *This Is the Answer*, to stations for public service airing. Convention plans to make series, based on Bible parables, continuing project. Family Films Inc., Hollywood, handled filming.

FILM PRODUCTION

UM&M Tv Corp., N. Y., announces production to begin in Europe April 23 on second series of 39 half-hour tv films in *Sherlock Holmes* series. Sheldon Reynolds will produce series, with Ronald Howard continuing in title role.

Television Programs of America has started production in England on new half-hour tv film series, *Captain Kidd*, with Anthony Dexter in the title role. Douglas Fairbanks Jr. is producing series. Dennis Vance is director on another half-hour tv series, *New York Confidential*, based on book of same title by Jack Lait and Lee Mortimer. Lee Tracy will serve as narrator-host. TPA also reports production in N. Y.

Hal Roach Studios, Hollywood, announces start of production on Gale Storm tv series titled *Oh! Susanna*. Star will portray social director on luxury liner.

FILM RANDOM SHOTS

Lasky Film Productions Inc. is new corporate name of recently-merged Max Lasky Film Productions of New York and Soundfilm Studios Inc., Detroit. Detroit-based firm, headed by Max Lasky, president, will produce tv, industrial, sales and educational films. With branches in Cincinnati, Ohio, and N. Y., Lasky will construct additional facilities at Detroit production center.

"Joey," Louis Peterson play presented March 25 on NBC-TV *Playhouse*, bought by Paramount Pictures, Hollywood, for motion picture. Anthony Perkins to repeat title role.

FILM PEOPLE

Orrin Mitch, formerly art director of Children's Theater, Portland, Me., to Keitz & Herndon, Dallas film producer, as staff artist.

Gene Deitch, story department, Storyboard Inc. (animated cartoon commercials), N. Y., resigned. To announce future plans shortly.

SENATE COMMERCE GROUP QUESTIONNAIRE SENT NETWORK-AFFILIATED TV STATIONS

Committee investigating video industry asks answers by May 7 to 29 'all-embracing' groups of inquiries. Sen. Warren Magnuson stresses importance of information to current probe.

AN ALL-EMBRACING questionnaire has gone out from the Senate Commerce Committee to all network-affiliated television stations [CLOSED CIRCUIT, April 9].

The nine-page, confidential inquiry—composed of 29 groups of questions—was mailed last week with a covering letter signed by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate committee. The committee has been investigating the television industry since last January.

Tv stations were told that the answers as well as the identity of those replying would be held confidential. However, it was indicated that summaries might be prepared and used if necessary.

Pointing to the forthcoming hearing on network practices, Sen. Magnuson asked that the questionnaires be returned not later than May 7. The Magnuson letter was dated April 10. Sen. Magnuson said that the information called for in the questionnaire "is important to the work of the committee and your cooperation in furnishing complete and accurate answers will be greatly appreciated."

The letter was mimeographed, with the date typed in. The original mimeograph asked that questionnaires be returned by May 2, but this had been corrected by hand to read May 7.

The exhaustive questionnaire contains questions concerning affiliation terms, option time, spot sales representation, film buying, must buys and subscription television.

A special series of questions is addressed to uhf stations.

All stations are asked if they favor giving the FCC power to regulate networks.

Indicative of the probing nature of the questions are the following samples:

- "Do you have viewers on a regular basis in an area which is larger than that predicted under the engineering standards of the FCC?"
- "If you know, have your net revenues from spot sales increased since that date [when station signed to be represented by a network spot sales organization] at a rate comparable to that achieved by other stations who are privately represented?"
- "Has any film supplier or other program source (either network or independent) ever suggested or required you to purchase less desirable programs in order to get choice ones?"
- "Do you carry any network programs in network option time which you feel could better serve the needs of your community if broadcast by you at a different time?"
- "If you had one hour of station time between 7:30 and 10:30 p.m. in which network programs could not be broadcast: (1) Would you be able to sell this time to an advertiser? (2) Would you earn more or less on the sale of this time than you would receive if you carried a network program? (3) Would you be able to provide advertising opportunities to more local businessmen?"

The questionnaire was mailed three weeks after Richard A. Moore, KTTV (TV) Los Angeles, charged that networks' practice of securing option times and of selling basic network affiliates as must buys was in violation of the antitrust laws [B•T, April 2].

The Senate committee has been holding hearings on tv since January. They are scheduled to be resumed April 23. Subject: pay tv. Hearings have been conducted by Kenneth Cox, Seattle attorney, special tv counsel.

The questionnaire asks for information regarding the type of affiliation—primary or secondary, basic or optional. It asks if the sister am outlet, if any, is also affiliated with the same network.

In a section devoted to affiliation terms, a question is asked regarding cancellation clauses. Stations also are asked what the maximum affiliation terms should be.

There is a series of questions regarding network compensation. One inquiry asks if the network plays a part in determining network station rates or national spot rates.

Stations are asked to list the number of free hours reserved to the network and how this number was determined. An explanation is requested of how such option time benefits the station and whether this time has been increased or decreased since the first affiliation.

The week of Nov. 4-10, 1955, is given as a date for listing the number of hours on the air, the number of hours of network programs (both commercial and sustaining) offered and used.

There is a whole category of questions on the subject of whether a station has ever refused a network commercial program and the reasons why. If so, the station is asked whether the network protested this action.

Another question asks whether a station has ever been ordered by an advertiser but refused by a network.

There are several inquiries regarding line charges and whether networks charge for interconnection or not.

Stations are asked whether networks suggested that they represent the outlet for national spot. Also whether networks control the participations in a network show.

Film buying is the subject of another series of questions. Stations are asked to indicate the amount of film programs bought from network organizations and whether networks have used

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Bristol, Va.-Tenn., ch. 5; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Caguas, P. R., ch. 11; Hartford, Conn., ch. 3.

AWAITING ORAL ARGUMENT: 10

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 9

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

Big Capital Gain for KCRA-TV!

NOON-MIDNIGHT SHARE OF SACRAMENTO TV AUDIENCE HITS 39 POINTS!*

MONDAY thru FRIDAY 12 P.M. to 6 P.M.	NOV.†	FEB.*
KCRA-TV	27.2	39.4
Station B	16.2	13.8
Station C	40.5	32.1
Station D	14.6	19.1

ON AIR AT 2:30 P.M.

MONDAY thru SUNDAY 6 P.M. to MIDNIGHT	NOV.†	FEB.*
KCRA-TV	33.1	38.7
Station B	32.1	31.5
Station C	17.7	15.0
Station D	12.0	11.9

The stock market has its ups and downs, but KCRA-TV continues its steady climb to new highs in popularity. Good audience-pulling syndicated shows and feature packages blended with top NBC programming mean that KCRA-TV is the sound investment for your client in the rich Sacramento market.

KCRA-TV
Channel 3
SACRAMENTO, CALIFORNIA
100,000 WATTS MAXIMUM POWER
BASIC NBC AFFILIATE

* A Special Report on the Sacramento Television Audience ARB: February 8 to 14, 1956

† A Special Report on the Sacramento Television Audience ARB: November 7 to 13, 1955

Represented by
Edward Petry & Co., Inc.

pressure to prevent such purchases from other sources.

In asking questions regarding transmitter locations ("Is your transmitter located more than 15 miles from your principal city?"), stations are asked if the location was suggested by "outside" influences (network or advertising agencies) and whether transmitter location was a factor in securing network affiliation.

Stations are asked if they want option time provisions of network affiliation contracts continued, reduced or eliminated. They are queried about selling option time to non-network advertisers.

The questionnaire also asks how a station is given advance knowledge of network programs.

A series of questions is asked requesting stations to indicate total compensation in dollars for 1955. Then stations are asked to list percentagewise their income from network, national and regional spot and local time sales. They also are asked to list percentage of program time to spot time in non-network sales.

Stations are asked if they had received any benefit from NBC's Program Extension Plan or CBS' Extended Market Plan.

The questionnaire concludes with an open invitation to tell the Senate committee if there are any suggestions or procedures in which the committee might be interested.

WHAT THE SENATORS WANT TO KNOW

HERE are some of the more provocative questions contained in the Senate Commerce Committee's questionnaire to network-affiliated television stations:

8. (c) Do you also operate an am station in your community?

(d) (1) If so, is it affiliated with the network with which your television station has its primary or principal affiliation?

(g) Is your present affiliation contract cancellable before its termination date at the option of the network? If "yes" to "g", do you have same rights to cancel as the network? If any differences, please explain.

(h) In your opinion, what should be the permissible maximum term for an affiliation contract?

9. (d) Are there any circumstances under which you are required to pay directly the connection and/or cable charges for network programs broadcast over your station?

10. (d) Does any network play a part in determining your network station rate?

(e) Does any network play a part in determining your national spot rate?

13. During 1955:

(a) Did you refuse to carry any commercial network programs offered to you in time periods in which your station was not broadcasting another network's program? If so, please explain, in general terms.

(c) (3) Were any statements made by networks concerning the refusals? If so, please explain.

14. During 1955 were there instances in which your station was ordered by an advertiser but a network refused to furnish the program to you? If so, please explain in detail.

15. (c) What procedures did you go through in obtaining your present network affiliation?

16. (a) Are you represented for spot time sales by a network organization?

(b) If so, why did you select this firm as your national spot representative?

(c) Has a network ever suggested, directly or indirectly, that you make use of this representative?

(f) Does the network control [of] cut-ins or participations on network programming prohibit you from selling local spots for some fixed portion of a program during which it sells spots on a network basis? (For example, where a station cannot sell spots in the first 25 minutes of a half hour period, but was limited to last 5 minutes.)

17. (c) Has any network ever tried to affect your policies with respect to use of independent film or other program sources?

(d) Has any film supplier or other program source (either network or independent) ever suggested or required you to purchase less desirable programs in order to get choice ones?

18. (a) Is your transmitter site more than 15 miles from the nearest city limit of the city to which your channel was allocated?

(b) If so, was such a location initially suggested by a network, an advertising agency, or anyone else other than someone in your organization? If so, by whom?

(c) Was such a location a factor in your obtaining a network affiliation?

(d) Was such location of transmitter necessary to prevent your service area from seriously overlapping that of another station already affiliated with a network with which you became affiliated?

19. (a) Do you carry network programs which begin in option time and extend into non-option time? If so, how many hours of such programs do you average per week?

(c) Do you feel that the option time rights of the networks should be continued without change?

(f) In your opinion, does your network contract preclude you from selling to a non-network advertiser a time period under option to a network?

(h) Do you have sufficiently detailed advance information about contents of network programs (both live and filmed) to permit you to form an independent judgment as to quality and desirability of such programs?

20. (a) Are you included in a "must-buy" list of stations on which your network requires any advertiser to buy time in order to get time on the network?

(b) If so, does this prevent you from selling time during an option time period to local or regional advertisers?

21. (a) Do you think that subscription television, if feasible, would be in the public interest?

23. Did you operate at a profit in 1955?

24. If you operate a uhf station:

(a) Is your service area substantially equal to that of your vhf competitors if a vhf station or stations serve the same area?

(d) If there is a vhf station in your market, is your rate card competitive in the sense that in terms of converted sets it is proportional to your competitor's rate?

25. (c) Have you ever tried to get from a network with which you are not affiliated programs which had been rejected by its local affiliate? If so, what was the result?

27. (a) Do you consider your network affiliation contract satisfactory?

(b) If not, please indicate any changes you would like to have made in the contract.

28. Should the FCC have statutory authority to regulate the networks?

House Asked to Probe Govt.-AT&T Agreement

INVESTIGATION of the Justice Dept.'s consent agreement with the American Telephone & Telegraph Co. will be asked in a speech on the House floor today (Monday) by Rep. James Roosevelt (D-Calif.).

Rep. Roosevelt, chairman of a subcommittee of the House Select Small Business Committee, said he would ask for a probe into the AT&T consent decree reached in January [B•T, Jan. 30] to determine whether the agreement with the Justice Dept. has been worthless in protecting the consumer and smaller firms competing with AT&T.

He said he would ask for the probe but would not recommend which House committee should conduct it—although he added that it might fall within the jurisdiction of the House Antitrust, Government Operations or Small Business Committees.

The California Democrat said he would ask for a probe along the lines reported in the offing last week by the *New York Journal of Commerce*. This article said such an investigation would be aimed at finding what influence AT&T had on officials of the Eisenhower administration.

According to the *Journal of Commerce* these points would be covered: (1) whether the consent decree was "worse than nothing" in protecting the consumer and smaller competitive firms and whether the decree was politically motivated; (2) whether AT&T received a "bonanza" in its SAGE contract with the Air Force to furnish anti-aircraft warning communications equipment, and (3) whether the FCC had been "less than forceful" in regulating AT&T rates for long distance and other services under FCC regulation.

Although Rep. Roosevelt said he would ask that the probe follow the points of the *Journal of Commerce* article, he told B•T Thursday his aim was not to look into AT&T matters before the FCC.

The article said such a probe would try to prove that the patent provisions of the AT&T consent decree are virtually meaningless when taken in context with the cross-licensing agreement by AT&T with RCA, Westinghouse and GE. The attitude of any congressional investigators would be that the Justice Dept. dropped the "heart" of its suit when it failed to require that AT&T divest itself of Western Electric.

The *Journal* said that thinking along these lines would be that consumers and competing producers of communications equipment are in a worse position now than before the decree, since the agreement gives government endorsement to "revised operations" of AT&T and thus blocks further anti-trust action.

The proposed investigation was considered to be in conjunction with the current probe into FCC practices and policies by the House Small Business Committee's Evins Subcommittee, which has charged White House and network influence in FCC decisions [B•T, March 19, *et seq.*].

Senate Gets Budget Bill

THE House-passed Independent Offices Appropriations Bill (HR 9739), which carries a $7.8 million FCC budget for fiscal 1957, will be heard by a Senate Appropriations subcommittee late this month, with FCC representatives scheduled to testify about April 23, a committee spokesman said last week. Subcommittee chairman is Sen. Warren G. Magnuson (D-Wash.), who also is chairman of the Senate Commerce Committee, which has jurisdiction over the FCC.

ratings with U.P. news!

PEORIA, ILL. ..... 2 STATIONS

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. *News Views (10 p.m.), WEEK, M.-F. 30.0
2. *Weather, Sports (10:15 p.m.), WEEK, M.-F. 27.9
3. *Weather, Sports (6:15 p.m.), WEEK, M.-F. 26.3
4. *Newsreel (6 p.m.), WEEK, M.-F. 25.9
5. [illegible]

NEW ORLEANS ..... 2 STATIONS

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. [illegible]
3. [illegible]
4. *Esso Reporter (6 p.m.), WDSU, M.-F. 32.2
4. *Sports-Weather (6:15 p.m.), WDSU, M.-F. 32.2
5. [illegible]

SAN DIEGO ..... 3 STATIONS

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. *News, Weather (7:45 p.m.), KFMB, M., T., Th., F. 18.0

PITTSBURGH ..... 4 STATIONS

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. *World Tonight (11 p.m.), KDKA, M.-F. 35.3
2. [illegible]
3. [illegible]

WASHINGTON (4 Stations) ..... 457,700 TV Homes

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. *11 p.m. Reporter WTOP, M.-F. 12.7

BOSTON ..... 5 STATIONS

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. [illegible]
3. *News, Weather (7 p.m.), WNAC, T.-F. 13.5
4. [illegible]
5. [illegible]

MEMPHIS ..... 2 STATIONS

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. *Your Esso Reporter (10 p.m.), WMCT, M.-F. 23.1
3. *News, Weather (10 p.m.), WHBQ, M.-F. 20.5
4. [illegible]

DENVER ..... 4 STATIONS

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. *Channel 7 Reporting (10 p.m.), KLZ, M.-F. 15.2
3. [illegible]

BUFFALO (3 Stations) ..... 323,500 TV Homes

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. [illegible]
3. *News, Weather (11 p.m.), WGR, M.-F. 17.2
4. [illegible]
5. [illegible]

CLEVELAND (3 Stations) ..... 456,200 TV Homes

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. *Hilites of the News (6:30 p.m.), WEWS, M.-F. 12.3
3. [illegible]

CHARLOTTE, N. C. (1 Stations) ..... 49,700 TV Homes

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

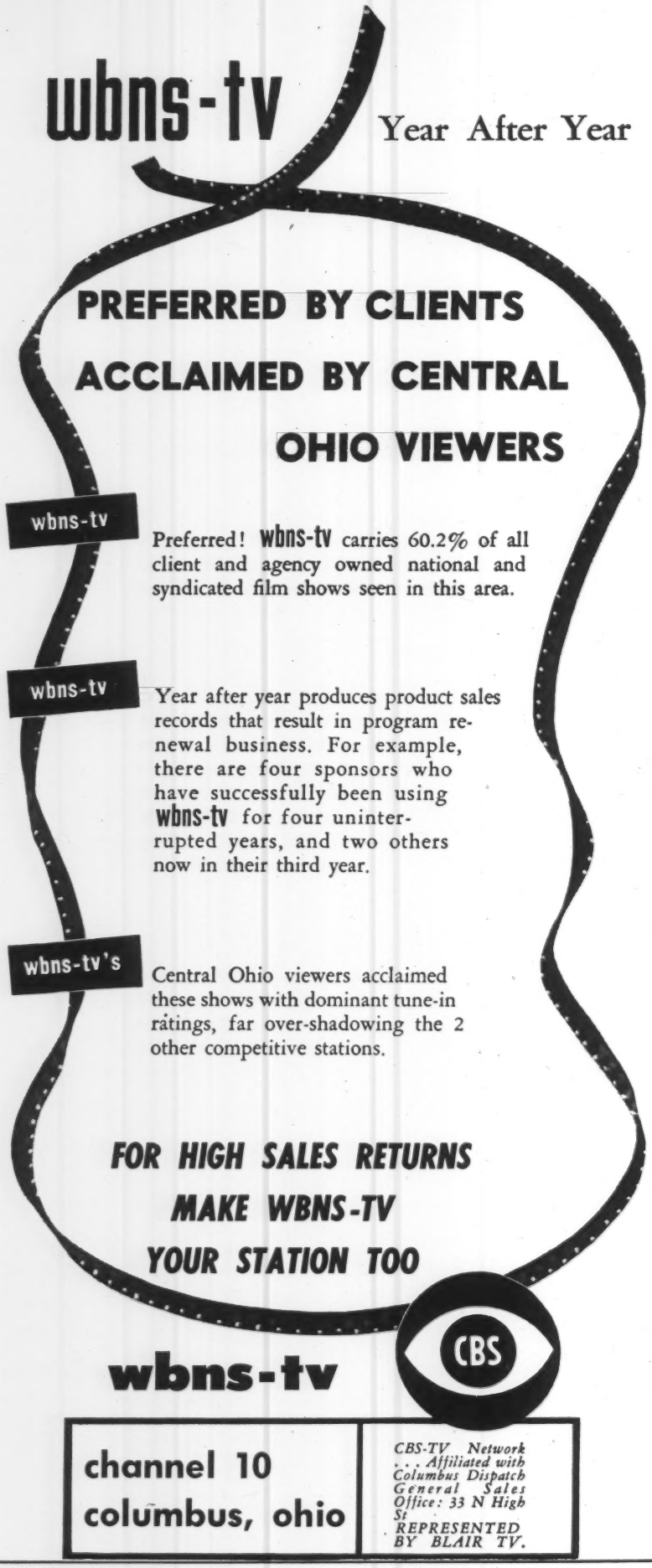
1. [illegible]
2. [illegible]
3. *Sports, Misc. (7 p.m.), WBTV, M.-F. 42.5
4. *Esso Reporter (6:30 p.m.), WBTV, M.-F. 40.4
5. [illegible]

All these shows are locally produced by able newsmen, and use either U. P. Movietone, U. P. facsimile newspictures, U. P. newswires, or all three.

United Press

At the NARTB...

Rooms 534 and 1039-1040.


wbns-tv
Year After Year
PREFERRED BY CLIENTS
ACCLAIMED BY CENTRAL
OHIO VIEWERS
wbns-tv
Preferred! wbns-tv carries 60.2% of all client and agency owned national and syndicated film shows seen in this area.
wbns-tv
Year after year produces product sales records that result in program renewal business. For example, there are four sponsors who have successfully been using wbns-tv for four uninterrupted years, and two others now in their third year.
wbns-tv's
Central Ohio viewers acclaimed these shows with dominant tune-in ratings, far over-shadowing the 2 other competitive stations.
FOR HIGH SALES RETURNS
MAKE WBNS-TV
YOUR STATION TOO
CBS
wbns-tv
channel 10
columbus, ohio
CBS-TV Network
. . . Affiliated with
Columbus Dispatch
General Sales
Office: 33 N High
St
REPRESENTED
BY BLAIR TV.

Supreme Court Denial Ends Hope for WHOL

DENIAL by the U. S. Supreme Court of the WHOL Allentown, Pa., request to review an appellate court's decision—upholding a 1953 FCC grant of 1230 kc to Easton Publishing Co.—means the eight-year-old 250 w operation on that frequency must cease by the second week in May.

The Supreme Court last week refused to review the latest lower court decision in the case which began in 1947. It was in that year that CBS-affiliated WHOL was granted the 1230 kc facility for Allentown over the application of Easton Publishing Co. (*Eastern Express*) for the same frequency for neighboring Easton. The Easton newspaper carried its appeal to the U. S. Appeals Court and in 1948 the case was remanded to the FCC. A second hearing was held, which resulted in the 1953 grant of the facility to the Easton applicant. This time the Allentown station appealed. The court told the FCC to reopen that hearing, but the FCC appealed this decision to the Supreme Court. In mid-1955, the Supreme Court reversed the lower court, and in December last year, the appeals court issued its order upholding the FCC grant in line with the Supreme Court's opinion. Early in 1956, WHOL asked the Supreme Court to review the lower court's final order. Last week's Supreme Court denial of WHOL's petition for writ of *certiorari* resulted.

A key issue in the disputed case was whether the Commission weighed the relative needs of Allentown and Easton for an additional station. In the second litigation, the question whether the Commission can overrule an examiner's impression of testimony based on a witness' demeanor was a significant factor.

Under an FCC order issued early this year, WHOL must cease operation not later than 30 days after final disposition of the case. This would make that date May 9. It is expected that WEEX Easton (the Easton Publishing Co. outlet) will begin May 10. The *Easton Express* owns WEEX-FM and WGLV (TV) ch. 57, in Easton.

Caguas Initial Decision Stayed Pending FCC Study

THE FCC last week stayed the effective date of a hearing examiner's initial decision which recommended American Colonial Broadcasting Corp. for ch. 11 at Caguas, P. R. [B•T, March 12]. The Commission indicated it would study a request by Supreme Broadcasting Co. for reconsideration of FCC action which dismissed Supreme's application for the Caguas facility. Supreme failed to meet the deadline for appearance at the hearing and its request for late filing was denied by the Commission. Supreme has told the FCC that it had no intention of abandoning its application for the Caguas facility and that its failure to file a declaration of appearance was an oversight.

WGTO Seeks 50 Kw

WGTO Haines City, Fla., has asked the FCC to permit it to use 50 kw with its 540 kc daytime operation. It now has 10 kw. Increased power will boost its 0.5 mv/m coverage from present 700,000 to almost 885,000 population, the station indicated in its application. Cost was estimated at $93,118. WGTO is owned by KWK Inc. (KWK St. Louis, Mo.).

HAND IN GLOVE

to Boost your sales in Detroit!

Here's a doubly dynamic selling opportunity in the nation's booming Fifth Market. Detroit's most talked-about local afternoon program and NBC's great daytime feature are scheduled back to back—two solid hours of fine entertainment for people who really have money to spend.

"Hour of Shows" presents two outstanding film productions daily, handsome John Connolly, M.C.—plus *triple exposure* for your product.

"Matinee Theater" featuring John Conte is, of course, the big news in network afternoon programming for adults. Its record speaks for itself.

Availabilities in "Hour of Shows" and "Matinee Theater" are ready and waiting at your nearest Peters, Griffin, Woodward, Inc., office. Phone, wire or write today.

You Sell More on channel **4** **WWJ-TV**

NBC Television Network
DETROIT

Associate AM-FM Station WWJ

Now serving
1,610,000 TV Sets
6,370,000 People

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* PETERS, GRIFFIN, WOODWARD, INC.

FCC DIGS IN ON TV ALLOCATION PLAN INVOLVING DEINTERMIXTURE, DROP-INS

Office of Defense Mobilization edict expected to close door on hopes for civilian use of certain vhf bands now used by the military. It's believed FCC goal is at least three comparable facilities in each of the top 100 markets of the nation.

ON THE EVE of the expected announcement from the Office of Defense Mobilization that no additional vhf spectrum space is available to the FCC, the Commission staff rolled up its sleeves in earnest last week and began drawing up a revised allocation structure that is believed to incorporate the following essentials:

- Selective Deintermixture.
- Drop-ins of vhf channels.

ODM's announcement, due to be released Friday, was expected to state that the vhf bands requested by the FCC were being used by military services and were unavailable for civilian use.

The ODM decision was due to come seven months after FCC Chairman George C. McConnaughey instituted the move to determine whether additional vhf frequencies could be secured from government users. Since last October, the FCC has met with ODM officials and other government officials in an attempt to work out a mutually-agreed-upon swap of government vhf channels for FCC uhf frequencies.

Immediate reaction of commissioners and staff to the scheduled turn-down was that now the FCC must work with what it has. This means, it was explained by one source close to the Commission, that tv's future is tied to both vhf and uhf channels.

In discussions on the allocations proceeding —held each week since early March (except last week)—the attitude was one of marking time until definite word was received from ODM. Until then, it was felt, there was no need to grapple with the more than 500 comments and reply comments which dealt with these frequencies available at the time.

However, now that it is realized that no additional vhf channels will be forthcoming, it was apparent at the Commission that the solution will have to be made with present spectrum availabilities.

Key approach of most of the commissioners, it was understood, is that at least three comparable, competitive facilities must be allocated to the top 100 markets. This will mean that where there is an all uhf market with a single vhf scheduled to begin operations the best move might be the deletion of the vhf to make the market all uhf.

Obversely, if a market has two vhf facilities allocated, the addition of another vhf will be sought—even if the additional vhf channel does not meet the present rigorous spacing separations.

There is no desire, it was learned, to derogate existing vhf operations. However, it was pointed out by one source close to Commission thinking this does not mean that a drop-in might not impinge on an existing vhf station's wide area coverage.

There is some leaning, it is understood, for the Commission to move down the entire list of top 100 markets, city by city, to try to equalize facilities in as many of these areas as possible.

It is believed that the entire allocations picture will receive a major going-over the last week in April—following the NARTB convention in Chicago this week.

Meanwhile, the month-old Committee for Competitive Television persuaded the Pennsylvania and North Carolina congressional delegations last week to lend their support to CCT's goal of a final decision on the allocations problem by June 1.

The delegations passed resolutions calling on the FCC to hand down a decision by June 1. Sens. James H. Duff (R-Pa.), Edward Martin (R-Pa.), Sam J. Ervin Jr. (D-N. C.) and W. Kerr Scott (D-N. C.) joined in the resolution. Sens. Duff and Ervin are members of the Senate Commerce Committee which has been holding hearings on television (see story, page 84).

The meetings last week were conducted by John G. Johnson, chairman of CCT.

One immediate result of the congressional meetings was a bill (HR 10424) introduced by Rep. Carroll Kearns (R-Pa.) to revise the excise tax to charge 5% on all-channel tv receivers and maintain the 10% tax on vhf sets. The measure was referred to the House Committee on Ways & Means. The present tax is 10% on all sets.

CCT was scheduled to hold a nationwide meeting of uhf operators in Chicago's Conrad Hilton Hotel yesterday (Sunday) in advance of the NARTB convention.

About 40 uhf station operators have indicated they will attend this meeting, CCT announced.

Top-Level Congressional Study Of Broadcasting Asked

A TOP-LEVEL congressional study of present and future needs of advertisers and other groups has been recommended by the Businessmen's Council of Americans for Democratic Action. In a statement filed with the Senate Commerce Committee, Louis Lubin, chairman of the council, urged development of other forms of economic support for broadcasting, "such as pay television," provided they are assigned additonal, exclusive channels "so as not to displace or restrict the growth of free commercial television." Mr. Lubin also urged "the ultimate gradual transfer" of all tv to uhf, with deintermixture an "interim" measure; four national live networks, with additional independent stations in 125 largest markets; addition of representatives of business, journalism, publishing, entertainment, education, social and political institutions to the Senate Commerce Committee's *ad hoc* committee. Senate committee resumes its tv hearings April 23. Subject: pay tv.

Network Study Group Holds More Meetings

THE FCC's network study group continued its schedule of meeting with all elements of the industry last week by holding an all-day session with a dozen stations represented by CBS Spot Sales and a half-day session with the chairman and treasurer of NBC's television affiliates organization.

The CBS group met in the morning with Dean Roscoe Barrow and his staff plus the four-man FCC committee—Comrs. George C. McConnaughey, John C. Doerfer, Rosel H. Hyde and Robert T. Bartley. In the afternoon the CBS-represented stations met with Mr. Barrow and staff.

Present were: Donald W. Thornburgh, WCAU-AM-FM-TV Philadelphia; Charles Crutchfield, WBT, WBTV (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C.; John Hayes and George Hartford, WTOP-AM-FM-TV Washington, D. C.; Glenn Marshall Jr., WMBR-AM-FM-TV Jacksonville, Fla.; Jay W. Wright and D. Lennox Murdoch, KSL-AM-FM-TV Salt Lake City, Larry Haig, WCCO Minneapolis, Minn.; John B. Tansey, WRVA-AM-TV and WRVB (FM) Richmond, Va., and Paul Taft, KGUL-TV Galveston, Tex. Not present was C. Howard Lane, KOIN-AM-FM-TV Portland, Ore. The group was represented by Ernest W. Jennes of Covington & Burling, Washington law firm.

The following day, the network study staff consulted with Walter Damm, WTMJ-TV Milwaukee, NBC television affiliates chairman, and Edwin K. Wheeler, WWJ-TV Detroit, that organization's treasurer.

Senate Toll Tv Witnesses Named for Probe Next Week

THE Senate Commerce Committee has announced the names of witnesses for the subscription tv phase of its investigation of tv networks and uhf-vhf troubles. The toll tv hearings are to take place next week.

Subscription tv proponents will be heard first and opponents last, with "selected" proponents allowed a "limited rebuttal" at the end of the subscription tv sessions.

Witnesses, as named last week by the committee:

Monday, April 23—James Landis, Skiatron Electronics Tv Corp.; Paul Raibourn, International Telemeter Corp.; Ray Kohn, Allentown, Pa.

Tuesday, April 24—Television Exhibitors of America Inc.; W. Theodore Pierson, Zenith Radio Corp., accompanied by four other witnesses.

Wednesday, April 25—Abe Stark, president, New York City Council; Harold Fellows, NARTB; American Federation of Tv & Radio Artists.

Thursday, April 26—Richard S. Salant, CBS; Andrew Biemiller, AFL-CIO; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Mort F. Farr, National Appliance & Radio-Tv Dealers Assn.; Wilton D. Radford, New York; Marcus Cohn, counsel, Committee Against Pay-As-You-See Tv.

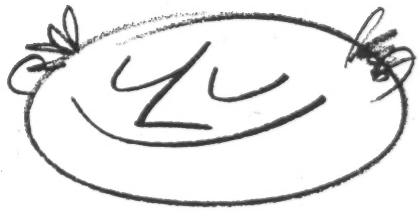
Friday, April 27—Milton Shapp, Jerrold Electronics Corp.; limited rebuttal by selected representatives of proponents.

Comments by June 1 Asked On Remote Control Proposal

THE FCC last week issued a notice of proposed rulemaking and called for comments by June 1 on an NARTB petition to amend broadcast rules to permit all am and fm broadcast stations to operate by remote control.

Present regulations permit remote operation, subject to certain conditions, only by am nondirectional and fm stations, both operating with 10 kw or less.

NARTB's petition [B•T, Feb. 20] said all am-fm stations can be operated by remote control without degrading their service and asked amendment of Secs. 3.39, 3.66, 3.527 and 3.274. NARTB presented extensive docu-



All through the broadcast day, the average* sponsored program on the nation's number 1 network—CBS RADIO—attracts 73% larger audiences than the number 2 network... 146% larger audiences than the number 3 network... 171% larger audiences than the number 4 network.

It's as convincing as that. *Nielsen, October 1955–February 1956

mentary evidence at the time to support its position.

The industry association also said the proposed amendments would bring broadcast rules into conformity with the present state of broadcasting's development and free the broadcaster from unnecessary restrictions, besides providing an effective method of insuring the effectiveness of the Conelrad enemy aircraft warning system.

FCC said comments also should be submitted on whether stations should submit a sworn statement by an engineer on performance by stations which would operate by remote control with directional antennas, and on whether the FCC should require that remote-controlled stations should install satisfactory Conelrad equipment.

Hearings Not Likely On Daytimers' Request

THERE'S a growing doubt that the Senate Small Business Subcommittee investigating daytime broadcasting [B•T, March 26] will be ready to hold hearings next month.

That impression was given credence last week when it was learned the subcommittee is pretty sure it will not be able to start public hearings the first week in May, the target date announced by Sen. John F. Kennedy (D-Mass.) last month. In fact, some Washington circles are willing to venture that there may be no hearings at all. This was bolstered by the careful explanation of one member of the subcommittee staff that, like a law suit if a compromise is effected no hearing is necessary.

At the same time, additional oppositions to the petition of the Daytime Broadcasters Assn. have been filed with the FCC.

DBA last December formally asked the FCC to revise the rules to permit the daytimers to begin operating at 5 a.m. or local sunrise, whichever is earlier, and to cease at 7 p.m. or local sunset, whichever is the later. Present rules permit daytime-only stations to operate from local sunrise to sunset.

Previously, the Clear Channel Broadcasting Service urged the Commission to deny the DBA petition on the ground that the change in hours would cause "ruinous" interference to clear channel and regional stations.

Latest oppositions were from a group of regional stations and WEBR Buffalo, N. Y., also a regional.

The regional stations charged that DBA failed to show the engineering feasibility of its proposal. Therefore, they claimed the petition should be dismissed.

The stations signing this opposition were WGR Buffalo, N. Y.; WIND Chicago, Ill.; KLZ Denver, Colo.; WJLS Beckley, W. Va.; WKNA Charleston, W. Va.; KOB Albuquerque, N. M.; WKY Oklahoma City, Okla.; WSFA Montgomery, Ala.; KFRE Fresno, Calif.; WWJ Detroit, Mich.; KSEL Lubbock, Tex.; WWDC Washington, D. C.; WDSU New Orleans, La.; KGLO Mason City, Iowa; KDYL Salt Lake City, Utah; WDEF Chattanooga, Tenn.; WKJG Fort Wayne, Ind.; WING Dayton, Ohio; WIRE Indianapolis, Ind., and WFOB Fostoria, Ohio.

WEBR declared that if daytimers on regional frequencies want to increase their hours, they should be forced to install directional antennas to protect the regional stations on those wavelengths.

In the course of the Senate subcommittee's study of the daytime broadcasting situation, it has engaged the services of Miss M. Lindeman Phillips, an Alexandria, Va., physicist, to supervise a study of selected frequencies, it was learned. It was also learned that Dr. Jerome B. Wiesner, director of Massachusetts Institute of Technology's Electronics Lab., has been chosen by the subcommittee to consult on basic propagation data.

FCC Memo Cites Conflicts If Daytimers' Status Changes

NOT only will daytimers cause a disruption in the present policies governing clear channel and regional frequencies—if they are successful in persuading the FCC to change their hours of operation from local sunrise-local sunset to 5 a.m.-7 p.m. or local sunrise-local sunset whichever is earlier [B•T, Dec. 12, 1955]—but they will cause interference among themselves. That is one of the points made in an FCC memorandum on "Some Basic Principles Governing the Rules Applicable to Daytime Radio Stations," which is being used to answer requests for information from Congressmen and others.

The document (Mimeo 29536) traces the history of the channel assignments in the U. S. The complexity of the daytimers' request is explored and the interaction of changes in assignment principles explained. The FCC discussion refers to the "inherent conflict of interest between the two types of users [primary or clear channel stations, and daytime broadcasters].' The restrictions on daytime broadcasters were "understood and accepted [by] them when they applied for and received licenses for daytime operation," the FCC statement reads.

We're coming to the NARTB convention

to

BUY TIME!!!

(Radio and Television)

Be sure to bring your program schedules showing quarter-hour and half-hour availabilities.

Look Us Up At The

CONRAD HILTON HOTEL

Suite 1222, 1223, 1224

PAUL VENZE ASSOC., INC.

(ADVERTISING)

BALTIMORE, MARYLAND
CHARLES STREET AT 25th

NEW YORK, NEW YORK
598 MADISON AVENUE

ASK FOR:

Paul Venze
Bernice Freiberg
Charlie Weigert

State of California Honors Johnny Grant, DJ of KMPC

Johnny Grant, KMPC disc jockey, receives a special citation from the State of California, presented by Governor Goodwin J. Knight, for Johnny's efforts in 'improving the morale of our armed forces' through many trips to American, European and Asiatic bases.

KMPC Disc Jockey, Johnny Grant, center, shown with California Governor Goodwin J. Knight, and Mrs. Knight.

Executive Department
State of California

Greetings

CALIFORNIA has produced many outstanding showmen but none who has won the acclaim of United States servicemen like Johnny Grant.

A "G.I." HIMSELF from 1942 to 1945, Johnny Grant learned firsthand how members of our far-flung armed services units hungered for entertainment from home. Thereafter he dedicated himself to satisfying this need. In the process he won for himself the title of "G.I.'s Favorite USO Comedian."

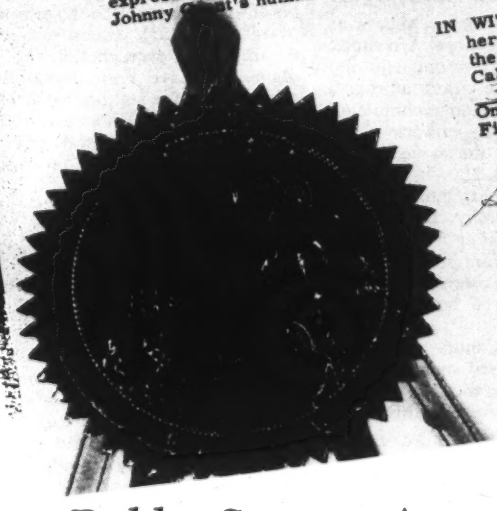
TERMINATION of hostilities served only to enhance Johnny Grant's concern for his former comrades at arms. Despite the personal trials attendant to establishing himself in the broadcasting industry, he organized a troupe of entertainers and began a series of tours of United States military installations in Europe, Alaska, Iceland, Korea and Japan, and to posts and hospitals here at home. In the intervening years he and his troupe have traveled nearly 200,000 miles to all parts of the world, foregoing many Christmases and other holidays at home to bring cheer to lonely servicemen.

IT IS FITTING that his adopted State of California recognize the contribution which Johnny Grant has made to improving the morale of our Armed Forces. As Governor of California, I, Goodwin J. Knight, take pleasure in extending congratulations and expressions of appreciation on behalf of the citizens of our State for Johnny Grant's humanitarian efforts.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of California to be affixed this 30th of March, A. D., One Thousand Nine Hundred and Fifty-six.

Goodwin J. Knight

Governor of California



Another Public Service Award to **KMPC** *and its People*

710 kc LOS ANGELES

Transfer of KTLN Denver, WEDR Birmingham Approved

AMONG ownership changes approved by the FCC last week were those for transfer of control of KTLN Denver by Leonard Coe to Radio Denver Inc. for $300,000, plus $50,000 for agreement by Mr. Coe not to compete in Denver for four years [B•T, March 26], and the assignment of license of WEDR Birmingham, Ala., to Edwin H. Estes for $105,000.

Radio Denver principals include Colorado Gov. Edwin C. Johnson (former Democratic senator) and former Sen. Burton K. Wheeler, (D-Mont.), now in private law practice in Washington. Others are Robert L. Howsam, Gov. Johnson's son-in-law and owner of the Denver Bears baseball team, Richard B. and John L. Wheeler.

Gov. Johnson and Mr. Howsam each own 16.67% and the Wheeler family the remaining 66⅔%. Richard B. Wheeler, former general manager of now dark ch. 35 WTRI (TV) Albany, N. Y., and before that general sales manager of WTOP Washington, is president of Radio Denver.

Both Gov. Johnson and the elder Mr. Wheeler headed the Senate Interstate & Foreign Commerce Committee (which has Congressional jurisdiction over radio and tv) when they were senators. Gov. Johnson served from 1936 to 1954; Mr. Wheeler from 1922 to 1946.

In the WEDR assignment grant, principal Edwin H. Estes is licensee of WMOZ Mobile, Ala.

For other ownership changes see FOR THE RECORD beginning on page 162.

ANPA Counsel to Testify In Diversification Issue

ELISHA HANSON, counsel for American Newspaper Publishers Assn., is scheduled to testify Thursday before a House subcommittee on bills which would prohibit FCC "discrimination" against radio-tv license applicants who hold interests in newspapers.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee's Transportation & Communications Subcommittee, said hearings would continue Thursday on a number of bills affecting radio-tv broadcasters. The subcommittee staff said it hoped to wind up hearings on the bills that day. Names of other possible witnesses were not available last week.

The identical bills on which Mr. Hanson will testify are HR 6968 and 6977, which would prohibit discrimination against radio-tv applicants who already hold interests in newspapers or other media "primarily engaged in the gathering and dissemination of information."

The FCC has testified that it does not discriminate against newspaper applicants [B•T, Feb. 6]. Congressmen John V. Beamer (R-Ind.) and John W. Heselton (R-Mass.) have testified they feel it does [B•T, Feb. 13].

Examiner Favors WWCS Grant Over WLBB Two-Fold Protest

REINSATEMENT of an FCC am grant at Bremen, Ga., and denial of a protest against the grant by WLBB Carrollton, Ga., were recommended last week in an initial decision by FCC Hearing Examiner Basil P. Cooper. WLBB (1100 kc, 250 w day) had protested the November 1955 grant to WWCS for 1440 kc, 500 w daytime only at Bremen, alleging violation of FCC multiple ownership rules and questioning the financial ability of WWCS principals to build and operate the proposed station.

WLBB charges of multiple ownershsip violations were predicated on the fact that relatives of J. J. Mangham, president-33⅓ owner of WWCS, own more than seven am stations (the FCC limit is seven). Without evidence to the contrary, a filial relationship does not, *per se*, create a presumption of common control of stations, Mr. Cooper said. As to the alleged financial inability of WWCS principals to construct and operate the station, the examiner found that WLBB had failed to sustain its burden of proof.

Two days following the initial decision, the FCC—on motion by WLBB—amended the hearing issues to include the question of economic injury to WLBB from the proposed station. Presumably this means the record will have to be reopened for testimony on this issue.

Lar Daly Runs Poor Third In GOP Primary Vote

LAR (America First) Daly, "splinter" candidate for the Republican Presidential nomination, ranked a poor third in the Illinois GOP preferential primary last week, garnering a mere 9,099 votes against 733,267 for President Eisenhower and 32,685 for Sen. William F. Knowland (R-Calif.) on the basis of tabulations announced last Thursday.

Mr. Daly, who still is seeking free and equal time from the radio-tv networks to answer President Eisenhower's talk of Feb. 29, recorded a better showing in his fight for the Illinois gubernatorial nomination. He finished third in a field of five hopefuls, drawing 24,401 votes behind Gov. William F. Stratton (with 526,222) and state Treasurer Warren E. Wright (179,975) and ahead of Anthony A. Polley (19,553) and Sidney M. Ward (18,176). In both contests Mr. Daly fared better in Cook County than downstate Illinois.

Mr. Daly's appeal for equal time is pending before the FCC. In a second communication to FCC General Counsel Warren Baker, Mr. Daly last Wednesday called again for "extreme expediting of my case." He said he is basing his hope for success in the Indiana primary May 8 "on the expectation that I will be able to reach the mass of Indiana voters through tv and radio facilities of the four networks." He also may enter the Montana and South Dakota primaries June 5, he indicated.

Aroostook Broadcasting Corp. Wins Ch. 8 Presque Isle, Me.

GRANT of ch. 8 Presque Isle, Me., was awarded by the FCC last week to Aroostook Broadcasting Corp. (WAGM Presque Isle and WABM Houlton, Me.). The grant affirms a hearing examiner's initial decision recommending Aroostook, following the withdrawal of Elson Tv Co., which sought the same facility at Caribou, Me. [B•T, April 2].

An agreement was entered into between Aroostook and Elson whereby the former would pay the latter $3,150 after Elson's withdrawal and following the grant to Aroostook [B•T, March 12]. The figure represents Elson's out-of-pocket expenses incurred in prosecution of its application.

The Aroostook grant was made subject to the condition that the proposed operation will cause no objectionable interference to WAGM; Aroostook had previously agreed to this stipulation.

N. Y. Broadcast Bill Signed

NEW YORK Gov. Averell Harriman signed into law Wednesday a bill that permits radio and tv stations in New York State to omit from the end of political broadcasts of five minutes or less statements that the views expressed are not necessarily those of the station. It takes effect Sept. 1. The law still provides, however, that to be absolved from libel suits, stations must make some such statement at the beginning of the short political broadcasts and at both the beginning and conclusion of broadcasts of longer duration.

FCC Orders Full Hearing Into WKNB-AM-TV Purchase

FCC last week ordered a full evidentiary hearing into the proposed $600,000 sale of WKNB-AM-TV New Britain, Conn., to NBC.

The move was taken upon petition by WATR Waterbury and WNHC New Haven, both Connecticut. It was not opposed by WKNB or NBC.

Purchase of the New Britain stations, including ch. 30 WKNB-TV, has been pending since early last year. Objections were entered by the Waterbury and New Haven stations on the grounds of concentration and monopoly. Last May, the FCC ordered an oral argument into these questions. Last week's order widens this hearing into a full examination of the allegations. Also part of the hearing will be WKNB-TV's request to move its transmitter site.

WATR-TV operates on ch. 53 and is affiliated with ABC; WNHC-TV is on ch. 8 and is affiliated with CBS and ABC.

Need for New Am Service Governs Pa. Initial Decision

NEED for a new service was the controlling factor in an FCC hearing examiner's initial decision, issued last week, favoring Miners Broadcasting Service for an am station (1460 kc, 500 w daytime) at Ambridge, Pa. Examiner Annie Neal Huntting recommended denial of the competing application of Louis Rosenberg, who sought the same facilities at Tarentum, Pa.

The examiner shunned other comparative criteria, finding that the ruling factor was the greater need of Ambridge as against Tarentum for a first primary broadcast service, because of larger population and other reasons.

WMEX License Renewal Case Must Be Heard, FCC Declares

WMEX Boston, whose license renewal application was set for hearing by the FCC a year ago because of horse race results programs [B•T, March 21, 1955], cannot escape a full hearing on the issues even though the programs complained of have been discontinued, the Commission told the station last week.

In denying WMEX's request for a grant without hearing of its renewal application, the FCC said the issues must be resolved notwithstanding WMEX's assertion that it has not broadcast horse race results since last September.

U. S. Code Amendments Cite Radio-Tv Fraud Penalties

IDENTICAL bills that would amend the U. S. Code to provide a $1,000 fine and/or up to five years imprisonment for fraud by wire, radio or television—recommended to Congress earlier this month by the Attorney General—were introduced last week by Reps. Emanuel Celler (D-N. Y.), chairman, and Kenneth B. Keating (R-N. Y.), ranking Republican, of the House Judiciary Committee.

The bills (HR 10418 and 10341) read: "Whosoever, having devised or intending to devise any scheme or artifice to defraud, or for obtaining money or property by means of false or fraudulent pretenses, representations, or

We see by the papers that the Ivy League has discovered the cap. What with the return to gear shifts, natural-shouldered trousers, and knickers that are Plus 4's minus 3, we guess any minute now the Ivy League will discover radio.

We're ready for 'em. We never been away.

WMT • CBS for Eastern Iowa
Radio and tv done reasonable
National Representatives:
The Katz Agency

promises, transmits or causes to be transmitted by means of wire, radio, or television communication in interstate or foreign commerce, any writings, signs, signals, pictures or sounds for the purpose of executing such scheme or artifice, shall be fined not more than $1,000 or imprisioned not more than five years, or both."

Drys Seek Compromise

THE drys feel they are on the verge of victory in their fight to ban alcoholic advertising, Miss Elizabeth A. Smart, national legislative director for the National Women's Christian Temperance Union, told reporters last week. She expressed confidence Congress would approve bills introduced by Sen. William Langer (R-N. D.) and Rep. Eugene Siler (R-Ky.) on which hearings were held last February [B•T, Feb. 20].

Some congressmen have reported that Miss Smart has told them WCTU is willing to accept a compromise of the two bills, in which they would be amended to ban advertising of alcohol only on radio and tv.

Three Daytimers Granted

THREE new daytime am stations were granted by the FCC last week. Construction permits awarded were:

• Morris, Minn.—Western Minnesota Broadcasting Co., 1570 kc, 1 kw. Sole owner Clifford L. Hedberg is 50% owner of the *Cokato* (Minn.) *Enterprise*, weekly newspaper.

• Big Spring, Tex.—J. Homer McKinley, 1270 kc, 1 kw. Mr. McKinley is a feed dealer.

• Harrisonburg, Va.—Wilkes Broadcasting Co., 1360 kc, 5 kw. Applicant is licensee of WKBC North Wilkesboro and WATA Boone, both North Carolina.

Kittner Resigns From FCC, Joins McKenna & Wilkinson

JOSEPH M. KITTNER, assistant chief of the FCC's Safety & Special Radio Services Bureau, has resigned to join McKenna & Wilkinson, Washington, D. C., communications law firm.

MR. KITTNER

Mr. Kittner, 38, is a 15-year FCC veteran and was the first assistant chief of the Broadcast Bureau, having been named to that position when the bureau was created in 1951.

During his tenure with the FCC, Mr. Kittner has played a key role in various international broadcasting conferences held during recent years. These include the 1947 Havana, Cuba, meeting; North American regional conferences (Montreal, 1949, Washington, 1950); U. S.-Mexican bilateral negotiations, 1954-55; worldwide high-frequency conference in Mexico City, and the Fourth Inter-American Radio Conference. At the latter two meetings, Mr. Kittner served as advisor to the chairman of the U. S. delegations.

Mr. Kittner is a member of the bars of North Carolina, Court of Appeals for the District of Columbia and the U. S. Supreme Court. He is a graduate of the U. of North Carolina (B.S., 1937, LL.B., 1939) and is a native of that state.

SCAA HOLDS MEET IN PALM SPRINGS

Heintz urges group to rely on results, not ratings. Radio strength in Southern California told at Friday sessions.

"BUY on results, not ratings," the sixth annual conference of the Southern California Assn. of Advertising Agencies was told Thursday afternoon by Jack Heintz, vice president and general manager of KCOP (TV) Los Angeles.

Urging agencies and advertisers to take their sales problems to the station, Mr. Heintz said the station is better qualified to know how to reach the advertiser's best prospects because of experience and knowledge of audience composition and response for various programs. When the advertiser buys only ratings, he doesn't know what he is getting, Mr. Heintz observed, since ratings do not necessarily signify prospective customers.

Record attendance of 250 agency delegates was reported for the SCAA conference at Palm Springs, Calif., which ran through Saturday. KCOP and its parent Copley Press were host Friday night at a cocktail party.

Radio was the center of attention Friday afternoon when the feature speaker was Mort Hall, president and general manager, KLAC Los Angeles. Mr. Hall recounted radio's resurgence and values offered to agencies and advertisers by the independent outlet. He noted the strength of all radio in the Southern California area and its effectiveness and economy as the mass medium to reach the widely

FINANCING—STATION SALES

While attending the NARTB Convention
plan to visit us at our nearby office.

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Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
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FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

25TH

WELCOME TO OUR ANNIVERSARY

HEADQUARTERS -- SUITES 528-A AND 530-A, CONRAD HILTON.

WE HOPE THAT ALL OF YOU WILL COME BY DURING THE NARTB.

SESAC

scattered population markets in the Los Angeles area, each described as comparable to entire "cities" in other sections of the U. S.

Keynote speaker at the Thursday luncheon meeting was Roy Campbell, executive vice president in charge of the Los Angeles office of Foote, Cone & Belding, who outlined the increasing opportunities for agencies in the growing western market. Maurice Vaughn, Ross Roy Inc., Hollywood, presided.

At a closed meeting Friday morning, delegates heard a report on legal developments affecting the advertising profession by SCAA attorney Harry Lindersmith. Friday luncheon speaker was Kenneth Groesbeck, New York advertising agency consultant, who spoke on "The Care and Feeding of Advertising Agencies." Carl Falkenhainer, head of his own Los Angeles agency, presided.

Friday afternoon speakers in addition to Mr. Hall included Walter Guild, Guild, Bascom & Bonfigli, San Francisco, and Charles Bowes, head of his own L. A. agency. A Saturday morning question-and-answer session was conducted by Mr. Groesbeck with Doug Anderson, Anderson-McConnell Adv., Hollywood, presiding.

Daytimers Meet in Chicago

AN informal meeting of the Daytime Broadcasters Assn. is to be held at 9:30 a.m. today (Mon.) at the Sheraton-Blackstone Hotel in Chicago, according to President Jack Younts.

THERE'S A FINE

"New Look"

on Milwaukee's Channel 12

Now! The Finest Lineup of Weekday Television Programs in the Market

Viewing tastes change. Smart stations change with them. Milwaukee audiences and advertisers have long demanded more and better daytime TV programs. WISN-TV has met the demand with the dynamic "New Look."

Here is daytime programming as fresh and full as the morning sun. Here is Milwaukee . . . the things it likes, the things it does, the things it wants to know. Here are local personalities, endeared for years to the community where they've worked. Here is television, 1956 brand, the way Milwaukee wants it. No interest has been overlooked, no taste neglected.

The results are not surprising. Viewer and advertiser emphatically confirm the wisdom of the menu. Mail is up, phone calls are up, ratings are up and sales are up. Yes, there's a bright "New Look" in Milwaukee television and more and more smart advertisers are fast becoming a part of it.

TOP PROGRAMS

TOP TOWER
1105 Feet

TOP POWER
316,000 Watts

John B. Soell
Director

WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE

Represented by
Edward Petry & Co., Inc.

NARTB Plans Promotion Publicizing Its Tv Code

EXTENSIVE promotion of broadcasters' tv service will be started by the NARTB Tv Information Committee in an effort to acquaint the public with industry service and counter both government and private criticism [B•T, April 9], the committee decided last Monday. Jack W. Harris, KPRC-TV Houston, committee chairman, said a brochure and other explanatory material will be directed to the public.

Mr. Harris said after a New York meeting that the committee felt the NARTB Tv Code and its workings should be publicized so the public becomes more familiar with its workings. He said those who have complaints about code violations will be urged to direct them to NARTB.

Some of the promotion will be coordinated with National Television Week, Sept. 23-29, it was decided. Preliminary plans include use of announcements, slides and other promotion aids to be provided by NARTB to all stations and networks. Top talent will carry the messages, networks have agreed. Recent criticisms of tv programs and commercials were reviewed by the committee and NARTB staff members discussed association activities. A review was received of public information projects now underway or slated for the near future.

Attending the New York committee meeting, besides Chairman Harris, were Gordon Gray, WOR-TV New York; Payson Hall, Meredith Publishing Co.; Donald H. McGannon, Westinghouse Broadcasting Co.; D. Lennox Murdoch, KSL-TV Salt Lake City; D. L. Provost, WBAL-TV Baltimore. Representing networks were Michael J. Foster, ABC; Charles J. Oppenheim, CBS; Sydney Eiges, NBC. Attending from the NARTB staff were President Harold E. Fellows; Thad H. Brown, tv vice president; Edward H. Bronson, tv code director; Robert K. Richards, consultant; Joseph M. Sitrick, publicity-information manager, and Dan W. Shields, assistant to the tv vice president.

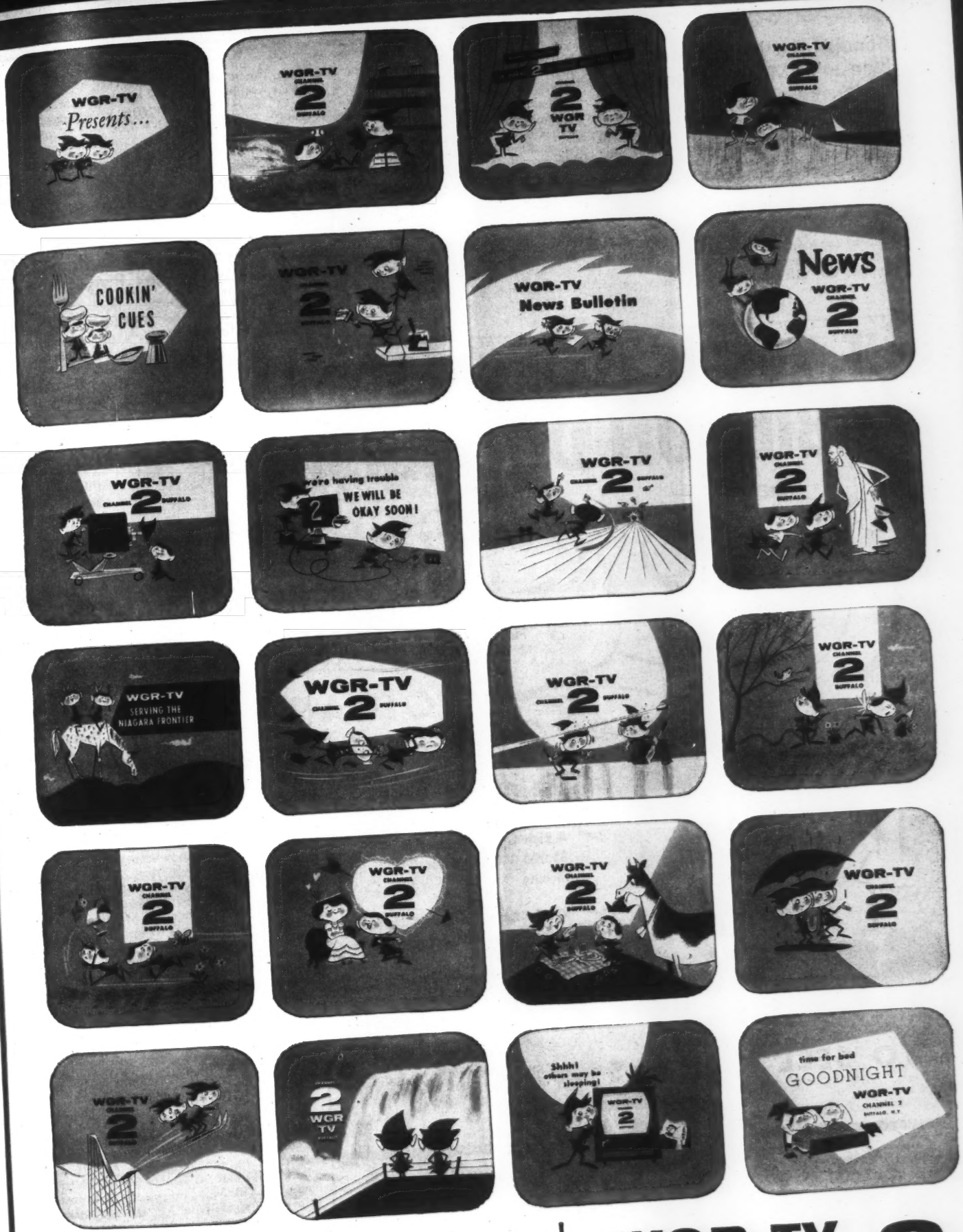
OSU Radio-Tv Meet To Begin Tomorrow

"THE ROLE of Serious Broadcasting in Today's World," is the theme of the keynote address to be delivered tomorrow (Tuesday) at the beginning of the four-day 26th annual Ohio State University Institute for Education by Radio-Television, Columbus, by Dr. Charles A. Siepmann, former British Broadcasting Corp. Board of Control member and now head of the New York U. Dept. of Communications.

Prof. Alan F. Griffin, OSU Dept. of Education, will speak on "The World's Critical Need for Education and Culture." Prof. Griffin is a social science specialist.

Dr. Harold Dwight Lasswell, Yale University political scientist and author of "The Analysis of Political Behavior" and "National Security and Individual Freedom," will talk on "The Socio-Political Situation."

Other major speakers scheduled are: Henry R. Cassirer, head of the tv section, Dept. of Mass Communications, United Nations Educational, Scientific & Cultural Organization, Paris; Harold G. Ross, NARTB labor economist; Eugene King, program manager of the Voice of America; Ralph Steetle, executive director of the Joint Council on Educational Television; Richard Pack, vice president in charge of programming for the Westinghouse Broadcasting Co., and Dr. Edgar Dale, OSU professor of education.



THE STATION WITH A PERSONALITY

Not the oldest but... the Leader

PETERS, GRIFFIN, WOODWARD

WGR-TV 2
CHANNEL

184 Barton Street, Buffalo 13, New York

Illinois-Iowa News Groups Plan Joint Meeting April 20

ATTORNEY Richard Schmidt Jr., who took part in the successful industry fight against Canon 35 in the Colorado Supreme Court, will address the combined membership of the Illinois News Broadcasters Assn. and Iowa Radio & Television Newsmen's Assn. April 20 at the Fort Armstrong Hotel, Rock Island, Ill. Tentative program for the two-day informal joint meeting was announced last week.

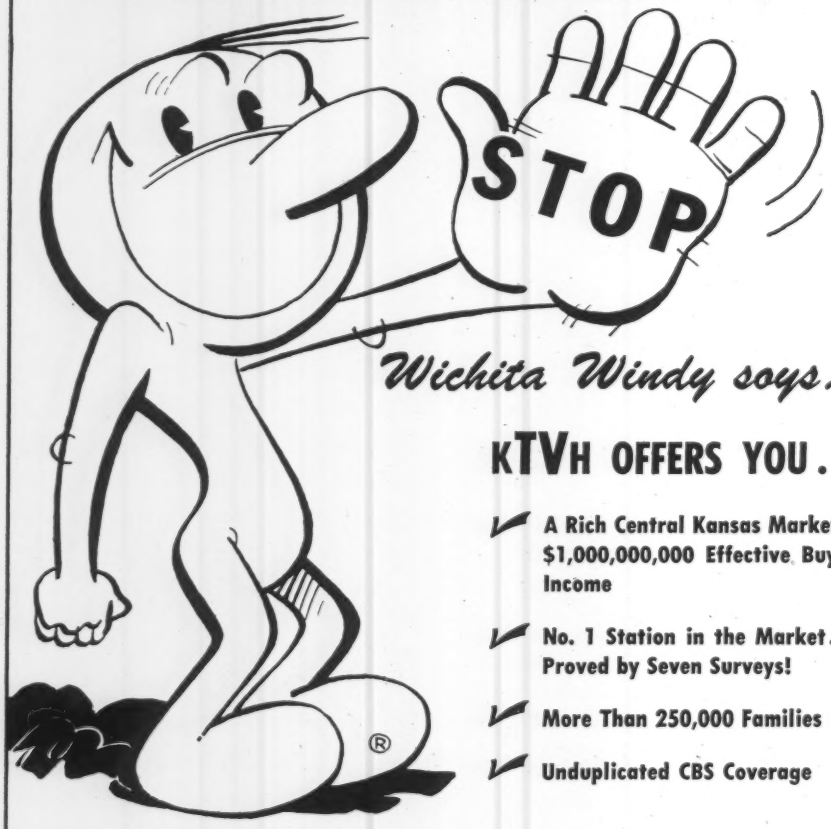
Mr. Schmidt, who represented Denver Area Radio & Tv Assn. in the effort to breakdown courtroom barriers against microphone-camera coverage, will discuss Judge O. Otto Moore's historic decision that radio-tv should not be barred automatically because of the American Bar Assn.'s restrictive Canon 35 [B•T, March 5].

The joint session will mark the second straight year both associations have met together informally. Fred Siebert, director of the U. of Illinois' School of Journalism & Communications, will address a luncheon session April 20 on access, libel and privacy problems as well as political broadcasts.

Other speakers scheduled are Oliver Keller, WTAX Springfield, Ill., and Ben Sanders, KICD Spencer, Iowa, discussing management ideas; Jacob Scher, associate professor, Northwestern U.'s Medill School of Journalism and special counsel of the House Government Information Subcommittee, on access to government news; Prof. Mitchell V. Charnley, U. of Minnesota School of Journalism, on news; William Ellison, WHBF Rock Island, and Russ Van Dyke, KRNT Des Moines, on newsmen's goals.

INBA also will hold election of officers, including a president to succeed William Small, former news chief at WLS Chicago and now news director for WHAS-AM-TV Louisville. Mr. Small will preside over the Illinois group's business sessions.

IF YOU'RE LOOKING FOR A BILLION DOLLARS



Wichita Windy says...

KTVH OFFERS YOU...

- A Rich Central Kansas Market... $1,000,000,000 Effective Buying Income
- No. 1 Station in the Market... Proved by Seven Surveys!
- More Than 250,000 Families
- Unduplicated CBS Coverage

TO SELL KANSAS... BUY KTVH

VHF 240,000 WATTS

KTVH HUTCHINSON KANSAS

CBS BASIC

CHANNEL 12

Represented Nationally by H-R Television, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

Wash. State Broadcasters Elect Higgins President

ELECTION of officers took place at the annual meeting of the Washington State Assn. of Broadcasters in Seattle with Leonard Higgins, general manager of KTNT-TV Tacoma, leading the slate as president.

MR. HIGGINS

James A. Murphy, general manager of KIT Yakima, was elected vice president, and Allen Miller, general manager of KWSC Pullman, secretary-treasurer. Directors named were: J. Elroy McCaw, owner of KTVW (TV) Seattle-Tacoma; W. W. Warren, executive vice president and general manager of KOMO Seattle; Henry Owen, executive vice president of KING-TV Seattle; Robert Pollock, vice president and general manager of KAYO Seattle; Jim Wallace, president-general manager, KPQ Wenatchee; Richard O. Dunning, president-general manager, KHQ Spokane; Joe Kendall, general manager-commercial manager, KXLE Ellensburg, and Tom Bostic, vice president-general manager, KIMA Yakima.

Ad Officials From 35 Nations To Attend N. Y. 4A Sessions

ADVERTISING officials from 35 countries will participate in the American Assn. of Advertising Agencies' international meeting of advertising and agency leaders in New York at the Hotel Roosevelt April 23.

The session, which lasts through May 4 [B•T, April 2], will include talks by Marion Harper Jr., president of McCann-Erickson, on "The Challenge of Change in the Function of the Advertising Agency"; Sigurd S. Larmon, president of Young & Rubicam, on "Advertising and Economic Development of the Free World"; Henry G. Little, board chairman of AAAA and of the Campbell-Ewald Co., on plans for the two-week meeting, and Frederic R. Gamble, AAAA president, on the meeting's objectives. Delegates from various countries also will speak.

Woodland Reelected

CECIL WOODLAND, general manager of WEJL Scranton, was reelected president of the Pennsylvania Associated Press Broadcasters Assn. at its annual meeting April 6 in Pittsburgh. William A. Banks, WHAT Philadelphia, was elected vice president, and Joseph H. Snyder, Philadelphia AP, secretary-treasurer.

Elected to the board of directors were Victor C. Diehm, WAZL Hazelton; Joseph M. Cleary, WESB Bradford; M. J. Bergstein, WMAJ State College; Bud Berndt, WRAK Williamsport; Thomas Price, WBVP Beaver Falls, and Benedict Gimbel, WIP Philadelphia.

WLOL

1330 . . . MINNEAPOLIS - ST. PAUL

STILL

NO. 2*!

. . . AND GETTING BIGGER

in the

MINNEAPOLIS – ST. PAUL RADIO MARKET

*** PULSE . . .** (Latest)

JANUARY-FEBRUARY—1956
TOTAL SHARE OF AUDIENCE

STATION A	23.2
WLOL	**17.8**
STATION B	15.5
Station C	15.2
Station D	6.9
Station E	6.2
All others	15.0

FAMOUS FOR

B-5

WLOL's BIG FIVE DISC JOCKEYS!

LARRY BENTSON, Pres.
Wayne "Red" Williams, Mgr.
Joe Floyd, V.P.

WLOL

REPRESENTED
By
AM RADIO SALES

McCollough Named Nominee For Radio Pioneers President

CLAIR R. McCOLLOUGH, president-general manager of the Steinmann stations, has been named by the Radio Pioneers Club nominating committee as nominee for the post of president.

MR. McCOLLOUGH

Normally this position would have fallen to the club's first vice president, John F. Patt, president of WJR-AM-FM and WJRT (TV) Detroit, on July 1, but Mr. Patt has resigned his office because of ill health.

Mr. McCollough's name will be presented to the membership-at-large in the form of a nomination. At this time, the members have the privilege of submitting a petition nominating other qualified persons.

OUTGOING Alabama Broadcasters Assn. president Richard B. Biddle (l), WOWL Florence, named a director-at-large of the broadcasting group at its recent convention in Gadsden, stands beside the newly-elected officers of the organization. Elected were (l to r): Julian Smith, WAGF Dothan, president; Herbert Martin, WAPI Birmingham, vice president, and William Hunt, WCOV Montgomery, secretary-treasurer.

Chicago Group Names Bagge

ARTHUR BAGGE, midwest radio sales manager, Peters, Griffin, Woodward, has been appointed president of the Chicago representatives group of the Station Representatives Assn. The Chicago contingency held an informal luncheon in the Sheraton Hotel Thursday and heard a report on SRA activities and future plans for spot radio-tv against network competition. Adam J. Young, Adam Young Co., and SRA president, presided over the luncheon.

Smith Named President Of Alabama Broadcasters

AT THE 10th annual Alabama Broadcasters Assn. convention held in Gadsden, Julian Smith, president of WAGF Dothan, was elected president; Herbert Martin, WAPI Birmingham vice president, and William Hunt, WCOV Montgomery commercial manager, secretary-treasurer.

Members of the board of directors are: John Garrison, WFUN Huntsville station manager, district 2; Ben McKinnon, WSGN Birmingham, general manager district 3; James W. Whatley, WRFS Alexander City general manager-commercial manager, district 4; Hugh M. Smith, WCOV Montgomery general manager, district 5; Jess Jordan, WTBF Troy general manager, district 6; Ralph Howard, WHEP Foley general manager, district 7; and Richard B. Biddle, retiring ABA president and president of WOWL Florence, director-at-large.

It takes skill in radio
and tv allocations too!
You get results and grants when
your engineering consulting work
is done by Radio Engineering Company.*

IT TAKES SKILL

*See me at the Conrad Hilton during NARTB to talk over your engineering needs.
N.J.P.

Putting in a new station?
I'll invest with you!
Radio Engineering Company.
Norwood J. Patterson, Owner,
1355 Market Street, San Francisco.

Curry Leaves WEEI for RAB

JOHN T. CURRY Jr., sales promotion manager, WEEI Boston, last week joined the Radio Advertising Bureau, New York, as national account executive, a post keyed to encourage greater advertising on behalf of retail stores. Mr. Curry's responsibilities will be developing radio business from chain store operations in the food, drug, department and specialty store fields. Before joining WEEI in late 1953, Mr. Curry was sales promotion manager at WBBM-TV Chicago and KMOX St. Louis. He has also been with the Walgreen Drug Co., Chicago.

MR. CURRY

Nebraska AP Elects Fry

PAUL FRY, KBON Omaha, was elected state chairman of the Nebraska Associated Press Radio & Television Assn. at the April 4 meeting held in Hastings. Bob Morris, KBRL McCook, was elected vice chairman. E. E. Makiesky, chief of the Omaha AP bureau, is *ex officio* secretary. Speakers included Jack Shelley, WHO-AM-TV; Jerry Gill, Omaha, AP regional membership executive; C. G. Douglass, Des Moines AP bureau chief, and Mr. Makiesky.

$69.37

BUYS

WTOV-TV

	A Coverage TOTALS	A & B Coverage TOTALS
Population Jan. 1, 1955*	783,400	910,100
Households Jan. 1, 1955*	210,270	242,040
CSI ($000)	1,263,346	1,371,920
CSI Per Household	6,008	5,503
Total Consumer Units	285,980	320,510
No. & % under $2,000 Gr. Income	69,890	83,260
No. & % $2-4,000 Gr. Income	87,980	99,540
No. & % $4-6,000 Gr. Income	72,820	79,140
No. & % Over $6,000 Gr. Income	55,390	58,670
Total Retail Sales ($000)	657,725	740,177
Retail Sales Per Household	3,127	3,060
Sales—($000)		
Food Stores	168,548	190,380
Drug Stores	22,499	24,811
Eating and Drinking Places	46,869	51,179
General Merchandise	57,125	66,737
Apparel Stores	50,736	55,018
Home Furniture Stores	37,962	42,599
Automotive Stores	125,725	144,199
Filling Stations	38,925	37,061
Building Material-Hardware	30,688	38,667
FARM DATA		
Farm Population Jan. 1, 1955	23,671	65,171
Farm Households Jan. 1, 1955	6,906	16,506
Gross Farm Income (1954)	34,062	79,957
Gross Income Per farm	6,117	4,844
Total Farms	5,275	14,278
Passenger Cars	331,510	365,710

Source: Consumer Market (SRDS) 1955

177,000 UHF Sets, Source ARB & Pulse Consumer Markets does not include the estimated 200,000 naval personel, nor 100,000 daily visitors to Virginia Beach in season.

NORFOLK

SEE

Joseph Hershey McGillvra, Inc.

New York City — **Murray Hill 2-8755**

Chicago — **State 2-5282**

RAMAR OF THE JUNGLE

Monday through Friday at 7:00 to 7:30 P.M. for only $69.37 for both time and film per show. Buy as many as you like.

SUSIE

Starring Ann Southern, Monday through Friday at 9:00 to 9:30 P.M. for only $69.37 for both time and film per show. Buy as many as you like.

ELLERY QUEEN

This famous detective series, Monday through Friday 9:30 to 10:00 P.M. for only $69.37, for both time and film per show. Buy as many as you like.

SHADOW STUMPERS

Brent Gunt's Shadow Stumpers are guaranteed to send gift merchandising certificates right in to the stores handling your products. Monday through Friday 6:45 to 7:00 P.M for only $42.66 per show for time, talent and shadows.

NEW OFFICERS and board members of the Mississippi Broadcasters Assn. were elected at the group's annual meeting last week at Edgewater Park. Named (l to r): front row, William Guest, WPMP Pascagoula president, first vice president; Howard Cole, owner of WHOC Philadelphia, president; Granville Walters, WAML Laurel general manager, secretary-treasurer; Ray Butterfield, WLOX Biloxi general manager, outgoing president, board member. Back row (all board members): John Bell, general manager of WCMA Corinth; Paul Schilling, WNAT Natchez general manager; Ed Wilkerson, WSLI Jackson commercial manager; Joe Carson, WMOX Meridian station manager, and John McLendon, co-owner of WOKJ Jackson.

Video Can Bring About Miracle Society—Weaver

IF the television set can "become the shining center of the home," a new "miracle society . . . is certainly available in a very few years."

So said Sylvester L. Weaver Jr., NBC board chairman, in a speech April 9 before the Boston Press Club.

The fight to bring about such a society, however, will be a hard one, Mr. Weaver warned:

"There are many pressures from many sources, many of them—in fact, all of them—with the highest motivation. There is no plot, no conspiracy, but you have people who must solve their own problems; advertisers who must sell their goods and services at the lowest possible cost; politicians who are responding to forces of various kinds. The confluence of all these forces will not of itself run into anything but trouble unless we are there fighting every minute. But we are fighting for something that is really on your side.

"You will find out," the NBC board chairman declared, "that the history of man and the achievements of man and the story of our physical environment and the new wonders that are coming and the new miracle society that is certainly available in a very few years ahead of us—all this can become possible if that set is kept going as an electrifying entertainment medium that keeps you there—but also with the entertainment and information shows done better and better so they get bigger and bigger audiences, classics done better and better, promoted and exploited better and better. . . ."

Tv Bait-Switch Safeguards Successful, Says Fellows

SAFEGUARDS that minimize the chance of bait-switch advertising appearing on television are working successfully, according to NARTB President Harold E. Fellows. He said responses to an NARTB Tv Code Board inquiry sent subscribing stations show they are aware of the advertising device and are determined to minimize it [analysis of survey results appeared in B•T April 9].

Many of the telegrams and letters sent by code subscribers explained in detail how they work with local Better Business Bureaus and other groups in detecting and removing bait-switch copy. Station managers unanimously reaffirmed their confidence that the tv industry can protect the public from bait-switch through self-regulation.

"Since in some instances bait-switch advertising is not to be suspected until the advertising is on the air, there undoubtedly will be some bait-switch ads reaching the public," Mr. Fellows said. "But no media, no agency, public or private, can do more than the television industry is now doing to prevent these relatively rare occurrences." Mr. Fellows added that the replies show bait-switch is most frequent in larger markets, and seldom found in smaller cities.

The NARTB telegram to code subscribers asked each station and network to describe its policy on bait-switch, the number of sponsors rejected because of the practice and called for a re-affirmation of belief in and support of self-regulation. The Code Review Board in March invited "any source, public or private" to send authenticated information about bait-switch on subscriber stations and promised to start proceedings against any offending subscriber persistently violating the code section.

Community Systems Topic At Film Council Session

DISCUSSION on community antenna systems will highlight the monthly luncheon meeting of the National Television Film Council, to be held April 25 at the Delmonico Hotel in New York.

Theodore R. (Ted) Kupferman, general attorney and vice president of Cinerama Productions Corp., will address the council on "Practical and Legal Aspects of Community Antenna Systems." Subsequently, a discussion on community systems will be presented by Milton J. Shapp, president of Jerrold Electronics Corp., and Arche A. Mayers, distribution vice president of NTFC.

READ GROUP SCORES TRIAL PROCEDURES

Trial of Local 47 rebel faction leaders open in Los Angeles. Meanwhile group in New York blasts Local 802 Manuti's tactics in pro-Petrillo resolution.

AMID new rumblings of unrest among members of AFM Local 802 in New York, 13 anti-Petrillo leaders of Local 47 in Hollywood went on trial on the West Coast last week before Union Referee Arthur J. Goldberg who by Thursday noon had yet to hear testimony from 15 to 20 additional defense witnesses. The testimony of five union officials had been taken.

Mr. Goldberg was appointed by AFM President James Caesar Petrillo and the AFM International Executive Board to hear evidence in the union's secret trial of charges brought against Local 47 Vice President Cecil F. Read and other rebels by Local 47 President John te Groen and Recording Secretary Maury Paul. Messrs. te Groen and Paul recently were impeached by the local membership for refusing to join Mr. Read in his fight against Mr. Petrillo over AFM policies with respect to royalty payments into the Music Performance Trust Fund and contract negotiations [B•T, Feb. 27, *et seq.*].

Mr. Goldberg, counsel to the merged AFL-CIO, will make a factual report of his findings to the International Executive Board which in turn will act as judge in the trial. Mr. Read and the other defendants protested this procedure before Mr. Goldberg last week on the grounds that Mr. Petrillo "is biased and prejudiced" against the rebel group and that the evidence would not receive fair evaluation when it came time to rule on their innocence or guilt. Mr. Goldberg turned down a defense motion that Mr. Petrillo appear for examination but said he would reconsider the motion after all defense evidence has been received.

Defense Motion Refused

Mr. Goldberg also refused to approve a defense motion calling for production of the massive transcript made by a special panel of the International Executive Board which "investigated" the Local 47 revolt for a week of closed hearings in Hollywood a month ago. The rebels asserted it would prove their claims of bias and show how the panel attempted to interfere with Local 47 affairs while it was conducting its hearing. The rebels also contended they are now being tried for the second time on the same charges.

Meanwhile, it was reported that some 300 members of Local 802 New York met late Wednesday night at Nola Studios there to protest the "undemocratic" manner in which Local 802 President Al Manuti chairmanned a special meeting April 2 called to hear his report of a personal investigation of the Local 47 revolt. Mr. Manuti told his union to stay out of the Hollywood fight and the April 2 meeting ended with a resolution supporting the Petrillo position. Mr. Read spoke at length at the April 2 session and his report on the membership reaction differed from that given by Mr. Manuti [B•T, April 9]. Mr. Read reported the Local 802 membership was greatly upset over Mr. Manuti's "railroad" tactics and said Local 802 members asked for counsel on forming an anti-Petrillo bloc there.

At the Hollywood trial last week, Mr. Gold-

THE MAN* WITH

&

**

IS AT SUITE 2702-3-4 SHERATON HOTEL

MOVIETIME USA
REG. APP. FOR

* ERWIN H. EZZES V.P. GENERAL SALES MANAGER C & C TELEVISION CORP.

* * HOLLYWOOD'S FINEST ENTIRE MAJOR MOTION PICTURE LIBRARY

berg listened Monday and Tuesday to the AFM's only witness against the rebels, Mr. Paul, and received but a few documents. AFM rested its case Tuesday although it had been expected the charges would be supported by more witnesses and documentary data.

Rebel leader Read opened the defense testimony Tuesday night and continued Wednesday to relate details of incidents during the past year leading up to the break with Mr. Petrillo. Mr. Read said he was baffled at how Mr. Petrillo could construe as "conspiracy" and "dual unionism" the break that came after months of fruitless efforts to cure the grievances and which was supported by "two-thirds" of the active Local 47 membership rather than just a small faction. In another night session Wednesday, Mr. Goldberg heard testimony from defendant Ray Tolan, a Local 47 director, and on Thursday heard from defendants Vince DeRosa, also a director, and musician William Ulyate. Other defendants facing trial are directors Warren Baker, John Clyman Jr., Uan Rasey, William Atkins and Jack DuMont and musicians George Wald, Martin Berman, Earl Evans and Marshall Cram. Mr. Goldberg planned to hold a session Thursday, too. He indicated he still expected to hear from Mr. te Groen, who with Mr. Paul had brought charges against the Read group.

Today (Monday) the House Un-American Activities Subcommittee is to resume hearings in Los Angeles on communist infiltration of the entertainment field and has subpoenaed 35 Local 47 musicians to appear. The hearing has no connection with the Local 47 revolt against Mr. Petrillo.

A subcommittee of the House Education and Labor Committee is to investigate the Local 47 revolt later this month but the date has not been set.

DIRECTORS GUILD MAY CALL STRIKE

HOLLYWOOD membership of the Radio & Television Directors Guild last week voted a strike authorization against the major networks in current negotiations being held in New York, but no date for strike action was specified.

The vote also supported the guild's demands for wage increases for radio and tv directors, stage managers and assistant directors. About 275 guild members are involved in Hollywood while the union claims about 700 in New York. Units in Chicago, Detroit, Washington and San Francisco also would be affected.

MUTUAL'S NEW NETWORK-AFFILIATE PLAN INVOLVES SWAP OF PROGRAMS FOR TIME

Concept presented at Chicago meeting asks stations to 'pre-clear' certain hours without being paid by MBS in exchange for network's providing free programs in other hours.

DETAILS of Mutual's new concept of network-affiliate relationships, representing a modified version of the programs-in-exchange-for-time arrangement proposed three years ago, were to be presented to MBS affiliates at a meeting in Chicago yesterday (Sun.) on the eve of the NARTB convention.

The plan, subject to affiliate approval, asks the stations to "pre-clear" certain hours for which they would receive no monetary compensation from the network. In return, the network in certain other hours would provide programs which the stations would be free to sell locally without paying the network. In the case of network option time other than that which is marked "pre-clear," compensation would be paid to affiliates on the usual basis.

Other highlights of the plan:

• Hours of network option time would be cut from nine a day to an average of five a day, or from 62 hours a week to 35.

• Mutual's total hours of operation would be shortened by 10¼ hours a week, opening up at 10 a.m. Monday through Friday instead of 9 a.m. and closing daily at midnight instead of the present 12:45 a.m. Sunday opening would continue at 9 a.m.

The time which stations are asked to "pre-clear" totals 16¾ hours per week and falls entirely within the 35 hours a week which would be designated network option time. The hours in which Mutual would supply free programming for local sale, without compensation to the network, total 15 per week.

The new proposal is like the 1953 plan [B•T, July 6, 1953], which eventually was shelved because of affiliate opposition, in at least two major respects. Both would cut network option time down to an average of five hours a day, and both would provide for affiliates to be compensated with programs for local sale rather than with money payments.

A distinguishing feature of the new plan is that it incorporates some money payments along with payments in programs. That is, for programs carried in any network option period outside of the "pre-clear" hours, the affiliates will be compensated as usual with money payments for all such programs after the first 20 hours each month, as at present.

In current MBS thinking, programs which would be furnished free to stations for local sale would consist largely of news, drama, and special features. They could be carried at the times fed by the network or, at the individual station's option, on a delayed basis.

One tentatively marked for the "free" category is the Fulton Lewis Jr. news show, one of the most widely sold co-op programs on record. Others tentatively set for this group: Robert Hurleigh newscasts, Edwin C. Hill's *Human Side of the News, The Bess Myerson Show, Titus Moody, Story Time, Washington Newsreel, City Editor, Big City* and *True Detective*.

The proposed new schedule of option time is as follows, with present network option hours shown for comparative purposes in parentheses (all times are New York times except where otherwise indicated):

Monday through Friday — proposed 10:30 a.m. to 12:15 p.m.; 2-3 p.m.; 5-6 p.m. local time; 7:30-8:30 p.m., and 9-9:15 p.m. for a total of five hours a day. (Present: 9:30 a.m. to 12:30 p.m.; 2-4 p.m.; 5-6 p.m. local time, and 7:30-10:30 p.m. for a total of nine hours a day.)

Saturday—11 a.m. to 12 noon; 2-3 p.m.; 5-6 p.m. local time, and 7:30-8:30 p.m., or a total of four hours. (Present: 9:30 a.m. to 12:30 p.m.; 1-3 p.m.; 5-6 p.m. local time, and 7:30-10:30 p.m., or a total of nine hours.)

Sunday—9-11:30 a.m.; 1:30-2 p.m.; 5-7 p.m., and 9-10 p.m. for a total of six hours. (Present: 11 a.m. to 2 p.m.; 4-7 p.m., and 8:30-10:30 p.m. for a total of eight hours.)

Within these proposed new option times, the following are the periods which Mutual is asking affiliates to "pre-clear":

From 10:30 a.m. to 12:15 p.m. and from 7:30 p.m. to 8:30 p.m. Mondays through Fridays; from 11 a.m. to 12 noon on Saturdays, and from 5 p.m. to 7 p.m. on Sundays.

In return, the hours in which free programming would be provided by the network for local sale by the stations are as follows (New York times):

Mondays through Fridays—10:15-10:30 a.m.; 12:15-12:30 p.m.; 1:15-2 p.m.; 7-7:30 p.m.; 8:30-9 p.m., and 9:15-9:30 p.m.

Saturday—10-11 p.m.

Sunday—4-5 p.m. and 7-7:30 p.m.

Yesterday's session also was to include reports by key MBS executives on developments and plans of their respective departments.

John B. Poor, executive vice president, was slated to head the network delegation, with other members including George Ruppel, vice president and treasurer; Harry Trenner, sales vice president; Robert Monroe, programs vice president; Robert Carpenter, director of station relations; Richard Puff, director of research, advertising and promotion; Francis X. Zuzulo, director of press information; Charles King, eastern manager of station relations; Thomas Duggan, western manager of station relations, and Brad Simpson, assistant to the executive vice president.

Mutual officials expected more than 400 station executives to be on hand for yesterday's meeting, which followed an earlier study of the new affiliation plan in a meeting of network executives and the 14-man Mutual Affiliates Advisory Committee, headed by J. W. Betts of WFTM Maysville, Ky., in a meeting at Hot Springs, Ark., last month [B•T, March 26].

You will be more than welcome . . .
at our suite at the
SHERATON BLACKSTONE
during the NARTB Convention
or to use the facilities of our new
Chicago office in the Pure Oil Building
35 East Wacker Drive
RAndolph 6-3688

ALLEN KANDER *and Company*
Negotiator for the purchase and sale of radio and television stations.
NEW YORK CHICAGO WASHINGTON

Consolidated Television and Radio Broadcasters, Inc.

SELECTS STAINLESS 1000-FOOT TOWERS

for

WOOD-TV

GRAND RAPIDS, MICHIGAN

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WFBM-TV

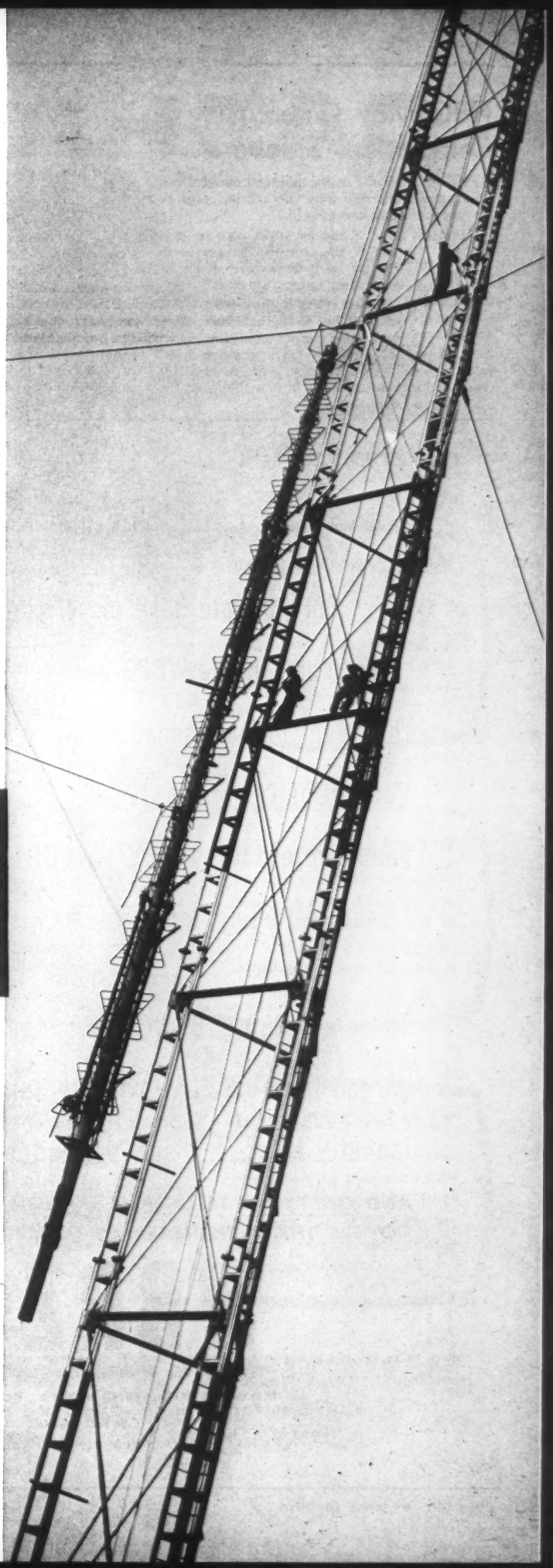
INDIANAPOLIS, INDIANA

Like the men pictured above... many Broadcasters have made Stainless their choice.

Call or write, and learn why these executives have chosen Stainless.

Stainless, inc.

NORTH WALES • PENNSYLVANIA



NBC May Colorcast Convention 'Sidebars'

SOME of the color of the political conventions this summer literally may rub off on color tv set screens across the country.

Although none of the networks plan to telecast any portion of the conventions *per sé* in color, NBC-TV has let it be known that it is considering telecasting color "sidebars" (features related to the convention) from either Chicago or San Francisco and perhaps from both places.

Disclosure of the color plans was made last week by William McAndrew, NBC news director, at a luncheon meeting in New York of the local chapter of the American Women in Radio & Television.

At the meeting, Mr. McAndrew, who outlined the principal problems the networks would face in covering the two conventions this summer, also revealed that NBC-TV is considering the possibility of kinescoping highlights of the GOP convention at San Francisco, in event the Democratic political convention in Chicago runs beyond the expected schedule (4 to 5 days) and thus conflicts with the Republican conclave that follows a week later.

The other tv networks—CBS and ABC—contacted by B•T, indicated they similarly would treat the opening of the Republican convention should such a conflict arise. Kinescoping—performed either in San Francisco or at Los Angeles depending on individual network facilities—would be, of course, for delayed broadcast and most likely scheduled on adjacent periods to the live coverage of Democratic activities.

Whether such an eventuality actually would occur was moot and depended on that unknown factor in U. S. political events which dramatically makes its appearance at the national conventions, tying up balloting on the floor or extending would-be routine policy or credential committee meetings. Since the unsettled Democratic picture points to such possibilities even at this early date, the networks feel they can turn to the kinescope process, if, as expressed by Mr. McAndrew last week, "the news story remains in Chicago" when the GOP convention is about to get under way or as it actually begins.

The Democratic convention will start Aug. 13 in Chicago and the Republican a week later on Aug. 20 in San Francisco. A network spokesman pointed out, however, that should the Democratic convention tie itself up and extend into the weekend prior to, or into Aug. 20, the GOP most likely would juggle convention activities so as to present only routine facets in the first part of the week. This, of course, would facilitate network coverage.

The NBC-TV plan to broadcast some color programs from the conventions has not yet crystalized. Current thinking is to present interviews and similar features which lend themselves to color pickup. Either mobile or studio color equipment would be used, and perhaps both. Advertisers picking up the tab for the convention coverage would not be charged additional costs for either color or kinescope, it was explained, since convention coverage sales are for the whole package.

Mr. McAndrew told the AWRT chapter that the networks' greatest problems in coverage this year was transportation from Chicago to San Francisco of both people and equipment as well as housing in San Francisco.

Sales Management's Area Growth Ratings, 1945-1955, show that . . .

More people have more money to spend in the WBRZ area than ever before, because . . .

Population is UP 84%

Food Store Sales are UP 209%

Effective Buying Income is UP 100%

There are $899,481,000.00 spendable dollars earned from oil gas sulphur industry and agriculture

AND ONLY ONE TELEVISION STATION COMPLETELY COVERS THIS RICH HEART OF LOUISIANA

WBRZ Channel **2**

BATON ROUGE, LOUISIANA

Power: 100,000 watts Tower: 1001 ft.

NBC-ABC

Represented by Hollingbery

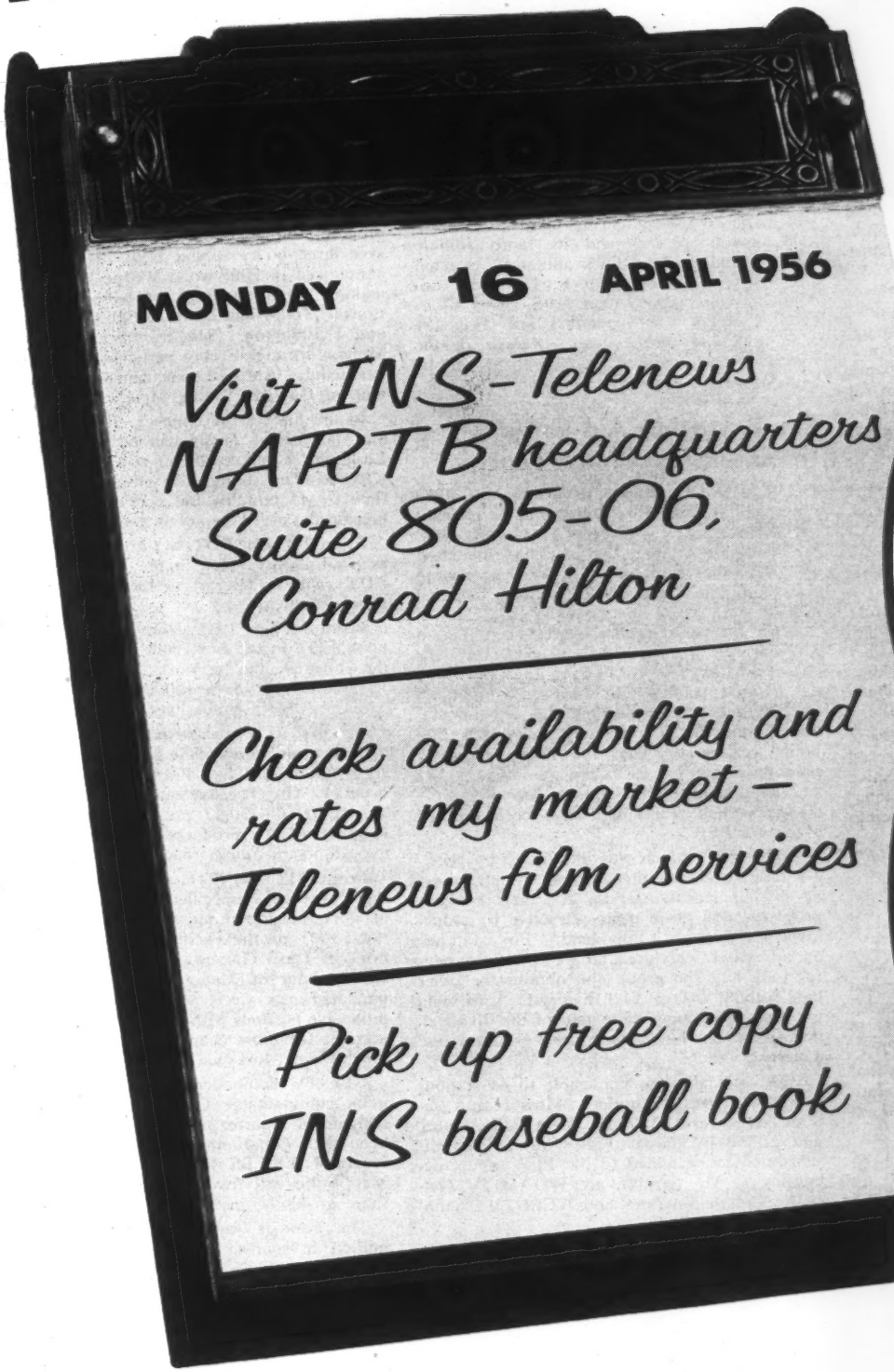
CBS-TV Names Feeney As Trade News Editor

APPOINTMENT of Harry J. Feeney, trade news editor, CBS Radio Press Information, as trade news editor for CBS-TV press information, effective April 23, was announced last week by Charles J. Oppenheim, director of CBS-TV Information Services.

MR. FEENEY

Mr. Feeney will replace Beryl Reubens who is to take over as coordinator of news and public affairs publicity for CBS, assuming most of the duties formerly performed by Hank Warner, who has left CBS as copy chief and manager of operations to join ABC as director of press information [B•T, April 2]. Mr. Warner's former title at CBS will be dropped as will be that of Michael Foster, who left CBS as manager of publicity to become vice president in charge of press information and advertising at ABC. Also announced was the appointment of Brad Smith, Sunday editor, *Long Island Daily Press*, as copy editor, replacing Vic Timoner, who has joined KLM Royal Dutch Airlines in a public relations capacity. Mr. Feeney's successor has not yet been named.

MOVING AHEAD!


MONDAY 16 APRIL 1956
Visit INS-Telenews NARTB headquarters Suite 805-06, Conrad Hilton
Check availability and rates my market — Telenews film services
Pick up free copy INS baseball book

These are the TELENEWS film services for television

TELENEWS DAILY

Guaranteed minimum of 12 minutes per day of top-flight coverage of important news events throughout the world. Multiple shipments Sunday through Friday timed to meet newscast schedules.

THIS WEEK IN SPORTS

TV's only quarter-hour summary of major sports events of the week up to and including Sunday. Narrated by well-known sports commentators. Shipped Tuesday for exclusive use in each market.

TELENEWS WEEKLY

A quarter-hour review of the news highlights of the week narrated by leading newscasters. Shipped Friday for release upon receipt. Each story separate sound and music. Exclusive in each market.

INTERNATIONAL NEWS SERVICE

(Exclusive distributors of Telenews newsfilm services produced by Hearst Metrotone News, Inc.)

Robert H. Reid, TV Sales Manager · 235 East 45th St., New York 17, N. Y.

CBS-TV PLANNING NEW FALL SHOWS

HINTS of planning for the fall season were disclosed last week by CBS-TV Hollywood, including a prospective hour-long variety show featuring Herb Shriner and a new evening half-hour featuring Bob Crosby, his orchestra and guest stars. Both are being developed under the supervision of Ken Englund who returned last week from meeting with Mr. Shriner in Miami.

The network also confirmed signing of comedian Red Skelton to another 39 weeks at the close of his current agreement. Mr. Skelton will do two shows weekly, one live, one on film, in order to provide time for his feature picture pact with RKO for "Public Pidgeon No. 1." Nat Perrin will continue as executive producer of the Red Skelton show and also will produce a new morning show featuring Johnny Carson.

Al Scalpone, vice president in charge of network programs, Hollywood, said the network has deferred its decision on a replacement for Ben Feiner, west coast program supervisory executive who resigned over the previous weekend. Mr. Feiner worked on eight programs including *Climax, You Are There* and *Bob Crosby Show*. Mr. Scalpone said his duties for the present will be shared by Messrs. Englund, Perrin and others.

Julian Claman, newly-signed by the network as creative executive and transferred from New York to Hollywood for *Front Row Center*, which now is being dropped after the April 22 show, is to remain on the west coast pending a new assignment, CBS-TV said. He possibly may join producer Martin Manulis on *Playhouse 90*, which debuts in the fall and on which Ronson Corp. signed last week as co-sponsor.

Carey Wilson, formerly assigned as *Playhouse 90* producer, is now working on a proposed anthology series. Still another prospective dramatic series is in preparation by Fletcher Markle and Vince McConnor, long a producing-writing team, CBS-TV said.

ABC, NBC Offer Adlai, Estes Time

BOTH radio and tv facilities of ABC and NBC were offered last week to Adlai Stevenson and Sen. Estes Kefauver (D-Tenn.), contenders for the Democratic presidential nomination, to discuss campaign issues.

The offer of time was made after reported acceptance by Mr. Stevenson of Sen. Kefauver's invitation for such a discussion in Miami during the week of May 20.

NBC did not specify either the date or amount of time. ABC President Robert E. Kintner wired both aspirants that the network would provide the 10-11 p.m. "current New York time" period on Thursday, May 24, and added that if this time proved "inconvenient," the network would discuss other available periods mutually acceptable to the candidates.

As of late Thursday, both CBS and MBS had the matter "under consideration."

WTVJ (TV) Miami was credited by Kefauver for President headquarters last week with first suggesting the idea of a Kefauver-Stevenson "discussion of the issues" (Kefauver headquarters denied it was a "debate").

Lou Poller, communications chairman for the Kefauver for President Committee in Washington and also president of suspended WCAN-TV Milwaukee (ch. 25), said WTVJ President Mitchell Wolfson first suggested the idea to Sen. Kefauver "about three months ago." Mr. Wolfson offered to set up a statewide Florida tv network for the discussion of issues, Mr. Poller said. About three days later WITV (TV) Fort Lauderdale also offered time and Sen. Kefauver has accepted both stations' offers for period of 10-11 p.m. May 26.

Mr. Stevenson, however, has not indicated to Kefauver headquarters whether he will accept this offer, Mr. Poller said, adding that a St. Petersburg tv station also had offered time for early May, but Sen. Kefauver was forced to turn it down, because he was unable to be in Florida at that time.

Mr. Poller said Thursday that the networks had made no time offers up to that time.

Meanwhile, WTVJ and its radio affiliate WGBS Miami (both CBS affiliates), credited CBS News Director John F. Day with announcing that the 12-man CBS News Campaign Caravan was beginning last Thursday with intensive, on-the-scene coverage of the Florida primary contest. The primary will be held May 29.

Small Station Aid Cited In Extension Plan Report

FOUR-MONTH progress report on NBC-TV's Program Extension Plan (PEP), to be released today (Monday) by Robert W. Sarnoff, NBC president, reveals that the plan had increased by 74% the number of network-sponsored hours for 49 smaller market stations included in PEP.

Other highlights of the report, according to Mr. Sarnoff, were that 45 different programs have been ordered for PEP stations by 53 of the nation's leading advertisers; total volume of NBC-sponsored programming on the stations has increased from 1,041 hours to 8,809 hours per month, and the lineup increases brought about by PEP run "as high as 45 additional small market stations per program—stations which would not have been ordered except for PEP."

Under PEP, which was introduced by NBC-TV last November, the ordering by advertisers of smaller market stations for their network programs was made more attractive by reducing costs through a "dividend." For example, an advertiser who used all PEP stations pays for only half the group and obtains the other half without charge as a dividend. A formula is set up prescribing the extent of the dividend, depending on how many PEP stations the advertiser orders.

PEP originally was applicable to 44 stations but now covers 49 outlets. Most recent stations to join are KLIX-TV Twin Falls, Idaho, and KFBB-TV Great Falls, Mont. Stations scheduled to be added to the PEP lineup, according to Mr. Sarnoff, are WDAM-TV Hattiesburg, Miss., in June, and WCBI-TV Columbus, Miss., in July.

An estimated 1.4 million television homes, serving about 8 million persons, are covered by PEP stations, Mr. Sarnoff said.

ABC-TV Promotes Mellor

WILLARD MELLOR, ABC-TV program service manager, last week was named staff associate producer of the network, taking charge immediately of the production of *Film Fair* (Mon., 9-11 p.m. EST). He also will serve as commercial coordinator for ABC-TV's political convention coverage. Before joining ABC-TV in 1953 as associate director, Mr. Mellor was with CBS and WQXR New York.

Succeeding Mr. Mellor is William Seaman, operations manager, DuMont Broadcasting Co.

PACIFIC CHANGES PLANNED BY NBC-TV

Portions of 'Today' and 'Home' rescheduled on West Coast to compensate for DST. George Wolfe named to travel in West for former program.

IN A MOVE to capture a larger share of the growing western market and present improved programming service to the land that is forever three hours behind New York, NBC-TV announced in Hollywood Wednesday that it is making major changes and rescheduling portions of *Today* and *Home* in California, Oregon and Washington. The transformation of the Monday-through-Friday participating programs is scheduled April 30 coincident with the beginning of Daylight Saving Time.

In the first of the changes, the eastern 9-10 a.m. portion of *Today* will be telecast live in Los Angeles only beginning at 6 a.m. PDT over KRCA. The station will advance its starting time by 45 minutes and claims it will be the first on the air in the seven-station market.

From 7-8 a.m. PDT, a kinescope of the first hour of *Today* (seen in the East at 7-8 a.m. EDT) will be telecast to the entire NBC-TV Pacific Network.

From 8-9 a.m. PDT, *Home* (seen 11 a.m.-12 noon EDT in the East) will be carried live on the entire Pacific Network. Seattle and Portland, however, which will remain on Standard Time, will carry *Home* live at 7-8 a.m. PST.

Just past its second birthday, *Home* on April 30 will begin to originate two segments weekly from KRON-TV San Francisco for the entire network. On Tuesday and Thursday 8:30-9 a.m. PDT (11:30-12 noon EDT) the *Home* segment will be produced in cooperation with the editors of *Sunset* magazine.

From 9-11 a.m. PDT on the Pacific Network there will be unspecified local and NBC-TV network programming and from 11 a.m.-12 noon PDT on the Pacific Network filmed portions of Dave Garroway from another earlier eastern hour of *Today* will be used, plus an unnamed new western personality live. The latter live portions with the new personality will account for more than half of the 11-12 segment, the network said.

NBC-TV announced the appointment of news commentator George Wolfe as general assignment reporter on *Today*. Mr. Wolfe has been with *Panorama Pacific*, the 7-9 a.m. offering of the CBS Television Pacific Network. Mr. Wolfe will travel the West to reflect life there in regular inserts on *Today*.

The network said *Today* has grossed $23 million in sponsor revenues during the four-year period since its inception.

Representing the combined efforts of more than 100 people, *Today* began with a 27-station network and now is carried by 104 NBC-TV outlets from coast-to-coast. It has a network run of 3,000 hours and host Dave Garroway has been before the camera 2,500 hours since 1952 and has given 4,000 commercials for hundreds of advertisers.

From unofficial sources it was learned that NBC is negotiating with Bill Leyden as personality for the 11a.m.-noon west coast segment of *Today*, but the reportedly seven-year contract had not been signed as of Thursday night. Mr. Leyden has been host of *Top of the Morning* on KTTV (TV) Los Angeles and

Once upon a time . .

a beautiful young girl from Dallas,

stayed home every night to listen to the radio . . .

. . . and the only station she ever tuned to was **KLIF**

Now this beautiful young girl from Dallas was also a very smart girl because she knew that all good things come to people who listen to KLIF. She knows that KLIF leads by far in all three nationally recognized audience measurement surveys . . . TRENDEX, HOOPER AND PULSE!

. . . and what happened to the beautiful young girl who put her faith in KLIF? Why, she married a handsome Texas millionaire and they lived happily ever after because they both enjoyed staying home listening to KLIF.

WRIT	MILWAUKEE
WNOE	NEW ORLEANS
KLIF	DALLAS
KTSA	SAN ANTONIO*
WGLS	GREATER ATLANTA
KELP	EL PASO
KNOE	MONROE

*FCC APPROVAL OF TRANSFER PENDING

NOEMAC STATIONS

NEWS MUSIC

NATIONALLY REPRESENTED BY H-R REPRESENTATIVES, INC.

KTTV is understood to have released him to accept the NBC offer. Mr. Leyden may appear on other NBC properties also if he signs.

KTTV plans to use its late afternoon movie host, Del Moore, as replacement for Mr. Leyden on the morning program. Meanwhile, Mr. Moore has been signed by KLAC Los Angeles as replacement for disc jockey Jim Ameche, who has resigned effective April 12 as the result of a disagreement with KLAC President Mort Hall over records used on his program. Mr. Moore will take over Mr. Ameche's 12:30-4 p.m. spot on KLAC and host the early morning and late afternoon programs on KTTV. Mr. Ameche has been widely featured as one of KLAC's "Big Five" disc jockeys, a merchandising package offered by the radio station [B•T, April 2].

ABC-TV's Better Time Offer Lures 'Omnibus' From CBS-TV

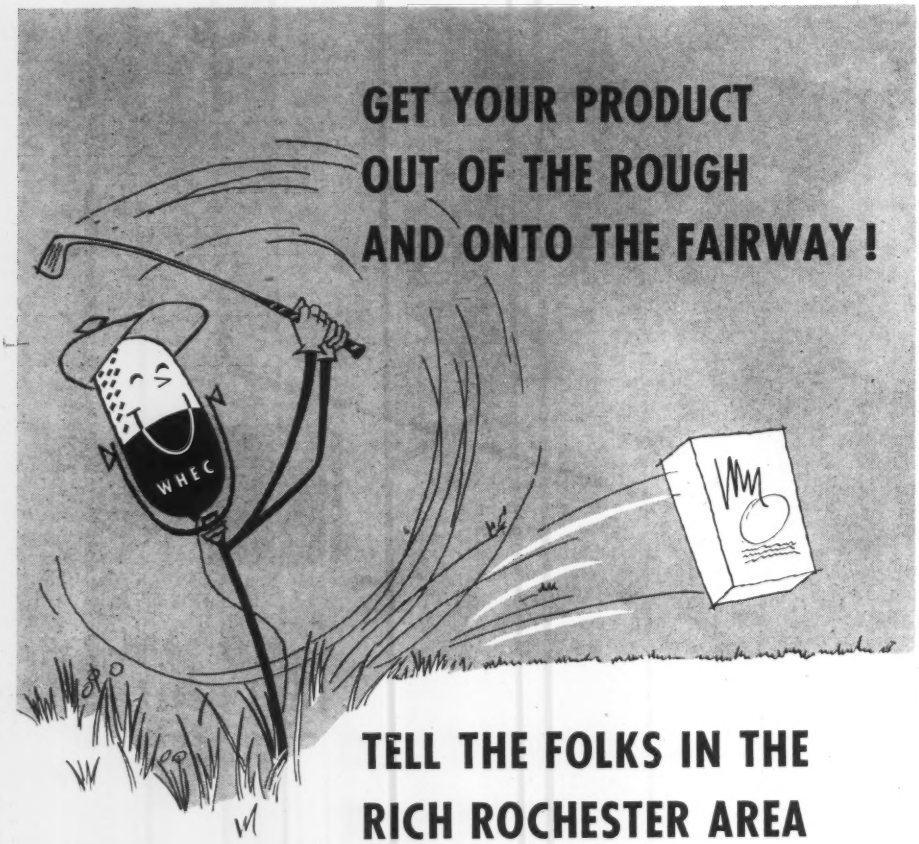
THE *Omnibus* tv program, produced by the Tv-Radio Workshop of the Ford Foundation, will switch networks—from CBS-TV to ABC-TV, and its time—from 5-6:30 p.m. to 9-10:30 p.m. EST—when it returns to the air in the fall [CLOSED CIRCUIT, April 2].

The reason for the move, after the Peabody-award winning show had been shown on CBS-TV on late Sunday afternoon for the past four years, was CBS-TV's plan to carry professional football next fall on Sunday afternoon, which would interrupt the weekly showing. The network offered *Omnibus* an alternating day and evening presentation for the next season. At the same time, NBC-TV offered the program alternate Sunday afternoons, while ABC-TV came up with the Sunday, 9-10:30 p.m. period.

Robert Saudek, director of the tv-radio workshop of the Ford Foundation and executive producer of the show, accepted ABC-TV's offer and will launch the program's fifth year in October on that network.

Meanwhile, CBS-TV is offering, through its CBS Television Film Sales Inc., the William Saroyan-hosted "Under the Sun"—a specially edited package of the previously-telecast *Omnibus* features comprising a 26-week series.

Current sponsors of *Omnibus*, Scott Paper Co., Aluminium Co. of Canada Ltd., both through J. Walter Thompson Co., and J. P. Stevens, through Bryan Houston Inc., are expected to renew the program on ABC-TV next season.



TELL THE FOLKS IN THE RICH ROCHESTER AREA ABOUT IT ON

WHEC *The Station Most Rochesterians Listen to Most of the Time!*

THE STATION LISTENERS BUILT!

Here at WHEC we have a "bag of clubs" that will surely send your product soaring right into the warm hearts of our many listeners! Whether you're playing match or medal, you're at scratch—on your way to bigger sales— on WHEC!

A GREAT MORNING BUY!
6:30 to 9:30 A.M.
Mondays thru Fridays
Average Pulse Rating 7.6*
Average Share of Audience . . 38%*
In Metropolitan Rochester, WHEC has a share-of-audience percentage that is *half-again as great* as its nearest competitor—not to mention a 2.5 *higher* Pulse rating—for this 3-hour segment!
*Pulse, Report, Oct.-Nov. 1955

BUY WHERE THEY'RE LISTENING... ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY Inc. New York, Chicago, LEE F. O'CONNELL CO. Los Angeles, San Francisco

Kintner Award Ceremony To Be Televised by ABC

ABC-TV plans to televise live the presentation of the keynote award to ABC President Robert E. Kintner, Tuesday morning, and kinescope part of the remaining morning proceedings during the joint management-engineering conference of the NARTB convention.

Mr. Kintner will be escorted at the presentation by Mrs. A. Scott Bullitt, president, KING-AM-TV Seattle, Wash.; Harold Hough, director, WBAP-TV Fort Worth; Robert Hinckley, ABC vice president, and Leonard H. Goldenson, president of AB-PT. Presentation will be made by NARTB President Harold E. Fellows.

Film coverage of an address by James C. Hagerty, news secretary to President Eisenhower, during a management and political broadcasting session Wednesday also is planned.

Pollock to ABC Research

APPOINTMENT of Lawrence J. Pollock, project director in charge of creative media research, Dancer-Fitzgerald-Sample, New York, to the newly-created post of research manager of ABC Radio, was announced last week by Dean Shaffner, ABC Radio director of sales development and research. Mr. Pollock, a graduate of College of the City of New York, joined D-F-S in 1953 as a member of the research department.

'Matinee' Offered Co-op

AVAILABILITY of NBC-TV's *Matinee Theatre* (Mon.-Fri., 3-4 p.m. EST) for national spot sale was reported last week by the network's co-op program sales department. NBC said participations are available only to advertisers which are not using the program on a network basis and for products non-competitive to the show's network advertising. Current network sponsors include Block Drug, Liggett & Myers, Procter & Gamble, Bab-O, Johnson & Johnson, Sylvania and Motorola.

'Dunninger Show' to ABC-TV

AMERICAN TOBACCO Co. (Pall Mall cigarettes), New York, will sponsor *The Dunninger Show* on ABC-TV starting May 9. The mentalist's show replaces *M-G-M Parade*, currently holding the Wednesday, 8:30-9 p.m. EST time period. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

In Detroit...the Town that's Baseball Batty

WKMH

broadcasts the Play-by-Play

account of all

DETROIT TIGER GAMES

NIGHT and DAY
at HOME and AWAY

From early Spring to late Fall the minds of Detroiters swing to baseball! And, they just naturally tune to WKMH, the station that brings the baseball games every afternoon or night on the Detroit Tiger schedule. Just one more example of how you cash in on the station that gives Detroiters what they want to hear the most!

SAVE up to 15%

By Buying 2 or More of These Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.

Jackson Broadcasting & Television Corp.

BUY ALL 4 STATIONS . . . **SAVE 15%**
BUY ANY 3 STATIONS . . . **SAVE 10%**
BUY ANY 2 STATIONS . . . **SAVE 5%**

WKMH

Dearborn–Detroit

FRED A. KNORR, Pres.

JOHN CARROLL, Mg. Director

Represented by Headley-Reed

WDSU-AM-TV Coverage Of Senate Is Intense

New Orleans radio station airs hearings live. WDSU-TV gets special film footage flown to studios. Two former WDSU-AM-TV employes involved in hearings on Red activities.

WDSU-AM-TV New Orleans last week went to extra lengths to continue its coverage of a series of Senate hearings on Communist activities—although the hearings have involved two former employes of the New Orleans NBC outlets.

In what was described as the first live radio coverage of congressional hearings in Washington by a single distant radio station, WDSU leased a special cable to bring its listeners live broadcasts of Wednesday-Thursday sessions by the Senate Internal Security Subcommittee. WDSU-TV also used regular UP-Movietone sound film coverage of the Washington hearings, plus extra footage ordered from UP-Movietone, for showing on its various news programs. The film was flown to New Orleans each day in time to reach WDSU-TV by 10 p.m.

WDSU-AM-TV Washington correspondent Ann Corrick fills in live coverage with commentary at Senate hearing last week.

The live audio pickup of the hearings was made by WRC-NBC Washington along with commentary by WDSU-AM-TV Washington correspondent Ann Corrick. An interview by Miss Corrick with Robert Morris, counsel for the Senate subcommittee, also was filmed to summarize the hearings and sent to WDSU-TV for use on its *Sunday Supplement* news-feature-documentary weekend roundup program.

Among witnesses at the Washington hearing last week was Robert Blanchard, 42, former graphic artist at WDSU-TV, who was dismissed by the station March 26 with "no comment." Mr. Blanchard pleaded the First, Fourth and Fifth Amendments last week in declining to answer questions by the Senate committee about alleged Communist activities. He had been served with a subpoena in New York the previous week after what the committee described as a "lengthy search," and ordered to appear at hearings held in New Orleans April 5-6.

Mr. Blanchard, who was subpoenaed on the day before he was to testify, said he was afraid of airplanes and could not reach New Orleans in time for the hearing. His testimony was rescheduled for the Washington hearing last week.

Last month, Herman Liveright, then program director of WDSU-TV, refused to answer questions on alleged Red activities in a Washington hearing held by the Senate group. WDSU-TV promptly fired him for refusing to cooperate with the committee [B•T, March 26].

In the April 5-6 sesions in New Orleans, Mr. Liveright's wife, Betty, also refused to answer questions on alleged Communist activities, pleading the Fifth Amendment. Mrs. Liveright, former coordinator of a program produced by Tulane U., New Orleans, and carried by WDSU-TV as a public service, was dismissed by Tulane the week of March 19—the same week her husband testified in Washington.

WDSU last week furnished the live radio coverage to WAFB Baton Rouge and WCIL Houma, La., for a "nominal charge," after the stations had indicated interest in the hearings. WDSU radio and tv gave complete live coverage of the hearings in New Orleans April 5-6.

Mahlon Leavitt, special events director for WDSU-AM-TV, said that although two former employes of the stations are involved in the hearings, this was not the controlling reason the New Orleans outlets decided to give full coverage to the hearings. He noted past WDSU-TV "firsts" in covering congressional hearings, beginning with those of the Kefauver Crime Committee in 1951. He said cost of radio-tv live coverage of the April 5-6 hearings in New Orleans was "staggering," but the stations felt coverage was merited as a public service. WDSU-TV used the Washington film on five news shows, beginning at 11 p.m. Wednesday.

Power Boost, Color Use Planned by DuMont Outlets

INCREASED power and color equipment are twin features of a $250,000 expansion program by DuMont Broadcasting Corp. now nearing completion for the firm's WABD (TV) New York and WTTG (TV) Washington, Ted Cott, vice president-general manager, has reported.

Included in DuMont's plans are two new 25-kw transmitters from Allen B. DuMont Labs; special color gear, including 16mm color slide and film equipment; RCA vidicon monochrome film equipment; new projectors, and slide machines. Two vidicon chains will be installed at WABD and four at WTTG. In New York, use of microwave will be extended in linking WABD studios with the Empire State Bldg. transmitter and mobile units. The installation, operation and improvements of equipment will be completed early next month, with WTTG to follow.

TED COTT, vice president-general manager of DuMont Broadcasting Co., signs with Visual Electronics Corp. for a Lambda-Pacific color microwave system to link the WABD (TV) New York studios with the Empire State Bldg. transmitter and DuMont mobile units. The purchase is part of an expansion project for DuMont's WABD and WTTG (TV) Washington [B•T, April 9]. Also present are Archie Smith (l), DuMont director of engineering, and James B. Tharpe, Visual Electronics president.

WRVA-TV Richmond, Va., scheduled to go on the air April 29 as the CBS-TV affiliate there, has signed the Pepsi-Cola Bottling Co. of Richmond as its first sponsor. At the confirmation of the cola firm's filmed announcement purchase are (l to r) Jake Brown, Richmond Pepsi-Cola vice president; A. L. Brown, Richmond Pepsi-Cola president, and Jimmy Clark, WRVA-TV sales manager.

WTRI (TV) Returning to Air, Signs as ABC-TV Affiliate

A SUSPENDED uhf station—ch. 35 WTRI (TV) Albany, N. Y.—announced last week that it had commenced test patterns preparatory to a return to regular commercial operation. As an added boost to its new operation an affiliation agreement with ABC-TV, to become effective July 1, will be announced today (Mon.) by William A. Riple, WTRI general manager, and Alfred Beckman, ABC-TV director of station relations.

WTRI first went on the air in February 1954 but was forced to cease operation in January 1955 following the loss of its CBS-TV affiliation [B•T, Feb. 7, 1955]. CBS-TV switched its affiliation to ch. 41 WROW-TV following the purchase of that station by Lowell Thomas and associates.

WTRI's return to the air will be backed by a heavy promotional and merchandising campaign designed to encourage further uhf conversion in the Albany-Troy-Schenectady area, the station said, noting that about 70% of all tv sets in that area already are equipped to receive uhf.

Mr. Riple announced the appointment of Kal Ross as operations director of WTRI. Mr. Ross, formerly with WMGM New York and the DuMont Tv Network, was station manager of now dark ch. 25 WCAN-TV Milwaukee from 1953 to 1955.

WTRI is 50%-owned by Stanley Warner Corp. (theatres) and 50%-owned by a group of local stockholders. An application is pending for FCC approval of the transfer to Warner of the remaining 50%, making the theatre firm sole owner of the station.

City Denies WNMP Tower

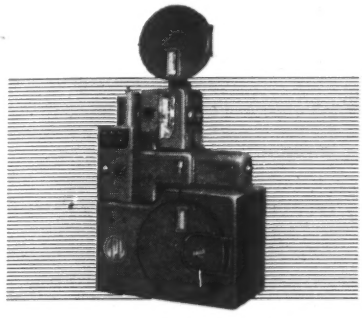
PERMISSION sought by WNMP Evanston, Ill., to construct a new 250-ft. radio antenna tower was turned down Monday by the suburb's city council. Action was taken after 250 home-owners petitioned the council to reject the request on grounds the tower would prove an eyesore and a commercial encroachment in a residential area.

SEE US AT BOOTH 24 N.A.R.T.B. SHOW OR SUITE 553, CONRAD HILTON HOTEL

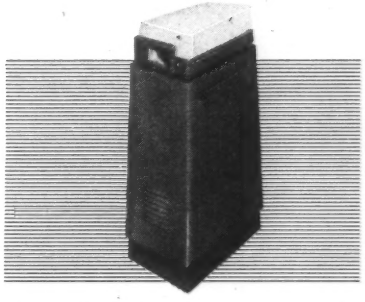
leadership . . .

. . . for years has been supplying professional television equipment that's doing a first class job, day in and day out, in many of the best-equipped studios in the country. Station owners enjoy years of satisfaction in the high-quality performance, reasonable price and low maintenance of GPL equipment.

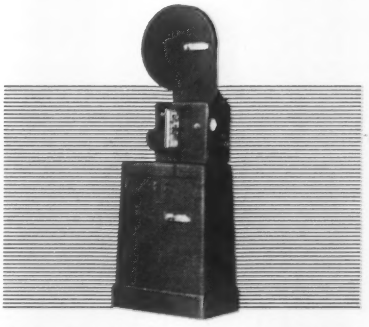
6 outstanding examples



GPL 35mm. Telecast Projector gives superior color transmission. Projects equally fine black and white film, and permits still-frame operation. To produce this new leader in the 35 mm. field, GPL engineering skill adapted to television the famous Simplex XL mechanism and sound head made by International Projector Corporation, an affiliated GPE Company.

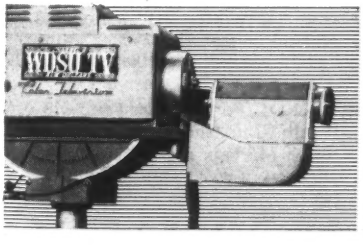


GPL Three-Vidicon Color Film Chain provides color picture of unmatched quality. Typical GPL performance superiority has been achieved with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compact, easily fitted into your present monochrome film layout.

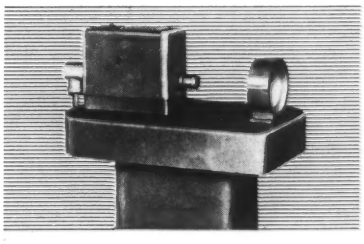


GPL 16mm. Telecast Projector provides bright, clean-cut, crisp pictures, and high fidelity sound reproduction. It is designed for use with all film chains, monochrome or color. 4,000-ft. film magazine delivers two hours of continuous operation. Separate motor drive for film feed and take-up. Trouble-free start and stop operation, local or remote.

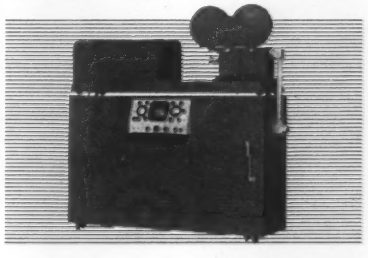
GPL-Watson Vari-Focal Lens gives high definition equal to that of fixed-focus cameras. 3" to 30" focal length range makes lens equally useful in studio and field. Will perform most work requiring 2 chains. Fits all monochrome and color image orthicon cameras. Fully color-corrected, has flat field over entire range. Designed to operate from camera or control room.



GPL Vidicon Film Chain provides improved picture sharpness and contrast, and better film transmission. Operates unattended. It is the most advanced black and white equipment available for new stations. In existing stations, can replace iconoscope overnight; using same projectors, master and utility monitors, racks. Long-life vidicon tube; stable black level; easy to multiplex.



GPL Video Recording System is used in over 90% of all video-recording-equipped studios in the country. It is a thoroughly integrated system providing finest picture resolution and grey scale with high quality recorded sound. Does not require exact synchronization between local power frequency and incoming video, so permits recording of signals from remote locations.



Write, wire or phone for detailed information.

General Precision Laboratory Incorporated

63 Bedford Road, Pleasantville, N. Y. • 188 W. Randolph St., Chicago, Ill. • 21 N. Santa Anita Ave., Pasadena, Cal.

Cable Address: PRELAB

GPL

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

Westinghouse Meeting To Be Like 'Seminar'

A DEPARTURE from previous pre-NARTB management meetings of Westinghouse Broadcasting Corp. was to be instituted at a two-day meeting at the Edgewater Beach Hotel in Chicago starting yesterday (Sun.), Donald H. McGannon, WBC president, revealed Friday.

Mr. McGannon, in describing the sessions as "really a seminar more than a meeting," said managers and staff members of WBC's tv stations would attend with the general managers of WBC's radio outlets present as observers.

In the past, he noted, such annual meetings discussed reports of accomplishments of the past year. This year, the WBC seminar will explore five categories: programming, sales, promotion, publicity and engineering, with a station department head presenting a paper to be followed by a panel discussion.

The initial topic, to be presented by William Dempsey, who is program manager of KPIX (TV) San Francisco, will be on showmanship in educational programming.

E. Preston Stover, program operations manager, KYW-TV Cleveland, will talk about local tv talent, noting it is the responsibility of the local station to find and develop new talent.

In another report, G. Edward Wallis, promotion manager, KYW-TV, will analyze the balance of emphasis in audience promotion and trade promotion.

Other speakers: Louis Simon, sales manager of KPIX (TV) San Francisco, on the proper handling of national accounts at the local level; Sidney Stadig, chief engineer, KYW-TV, on the future of automation in the broadcasting industry; Melvin Goldberg, WBC research director, on how research can be used effectively by a tv station, sales program, and a promotion manager, and an evaluation of existing rating services.

The seminar ends this afternoon (Monday) with a presentation on corporate management considerations by Franklin Tooke of WBZ-TV and a management seminar, moderated by Mr. McGannon.

White Leaves WBAL-AM-TV To Join Hearst D. C. Bureau

TOM WHITE has resigned as manager of news and publicity of WBAL-AM-TV Baltimore to join the Hearst bureau in Washington, D. C., as a writer. Mr. White had been with the Baltimore stations since 1951.

As successors to Mr. White, Wall Matthews has been named publicity and promotion manager of both Baltimore stations, and Galen Fromme has been named news manager for both am and tv.

Mr. Matthews started in radio in 1939 with WFBR Baltimore. After Army service and seven years in his own agency, he joined WBAL-TV three years ago as account manager. Mr. Fromme has been a newscaster in Baltimore since the early 1940's.

WBAL-TV also announced last week that its film department will be in charge of Tv News Editor Keith McBee.

Stewart Leaving KFKA, To Manage KGHF Pueblo

WILLIAM G. STEWART, general manager of KFKA Greeley, Colo., has resigned that post effective May 1 to become general manager of KGHF Pueblo, he reported last week.

Robert Ellis, general manager of KGHF and KKTV (TV) Colorado Springs, Colo., will devote his full time to the tv outlet.

Broadcast Backs Baseball

RADIO and television, sometimes referred to as enemies of minor league baseball, reversed the story April 7-8 in Spokane, Wash.

KXLY-AM-TV staged a 14-hour "sportathon" to raise funds to save the Spokane Indians baseball club in the Northwest League. The all-night talent show originated in Spokane's new coliseum and featured such performers as Bob Crosby, Al Schachte, Tex Ritter and numerous local acts.

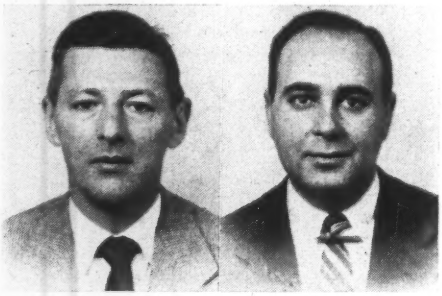
Numerous appeals were made for listeners to buy $25 shares of stock, season ticket books or to make outright contributions. Nearly $25,000 was raised—insuring representation in the Northwest League by the Indians.

KXLY-AM-TV's 'Sportathon' featured (l to r) Bob Crosby, Marty Koschman, and Al Schachte.

Representation Firm Formed

FORMATION of a new radio-tv station representative firm, Select Station Representatives Inc., was announced last week. The firm will have offices at 400 Madison Avenue, New York City.

Zang Golobe, formerly executive vice president of Forjoe & Co., has been named the firm's general manager and Albert Shepard, formerly with the Katz Co. and Forjoe Tv Inc., assistant general manager, according to Thomas Tinsley, president Tinsley Stations,



MR. GOLOBE MR. SHEPARD

who is president and an owner of Select. Other owners include R. C. Embry, vice president and secretary, and Irvin Abeloff, vice president and treasurer.

Select will represent WITH Baltimore, WXEX-TV Petersburg, Va., and WLEE Richmond, Va., all Tinsley Stations, in New York, Philadelphia, Baltimore and Washington, D. C.

WBC Names Kaland Natl. Program Mgr.

ELEVATION of William Kaland to national program manager of Westinghouse Broadcasting Co. was announced Friday by Richard Pack, vice president in charge of programming.

MR. KALAND

Mr. Kaland, in the broadcast business about 21 years, joined WBC in New York a year ago as assistant national program manager, after having served with WNEW New York for six years, first as director of continuity and scripts and later as production manager and programming director.

In announcing the promotion, Mr. Pack credited Mr. Kaland with helping WBC to create "new and exciting" programming concepts in both radio and tv and with producing WBC's new radio series on teenagers, *Growing Pains*. While continuing to work with WBC's program people on developing new shows on the station level, Mr. Kaland now will devote additional time to tv, particularly in the field of films.

More Stations Arrange 1956 Baseball Coverage

ADDITIONAL baseball plans by radio-tv stations, augmenting earlier-announced lineups for coverage of the 1956 season [B•T, March 26], were reported to B•T last week. These include:

For the eighth consecutive year, WHBC-AM-FM Canton, Ohio, will carry the Cleveland Indians complete schedule.

WKNB New Britain, Conn., plans complete coverage of the New York Yankees this year. The station has followed the Yanks through their exhibition games.

The complete Pittsburgh Pirates schedule will be carried by WWSW Pittsburgh. Bob Prince and Dick Bingham will handle the play-by-play for the Atlantic Refining Co. and Plymouth dealers.

WSBA York, Pa., will carry the full schedule of the Philadelphia Phillies. Sponsors are Atlantic Refining Co., P. Ballantine & Sons, Tasty Baking Co. and Bayuk Cigars Inc.

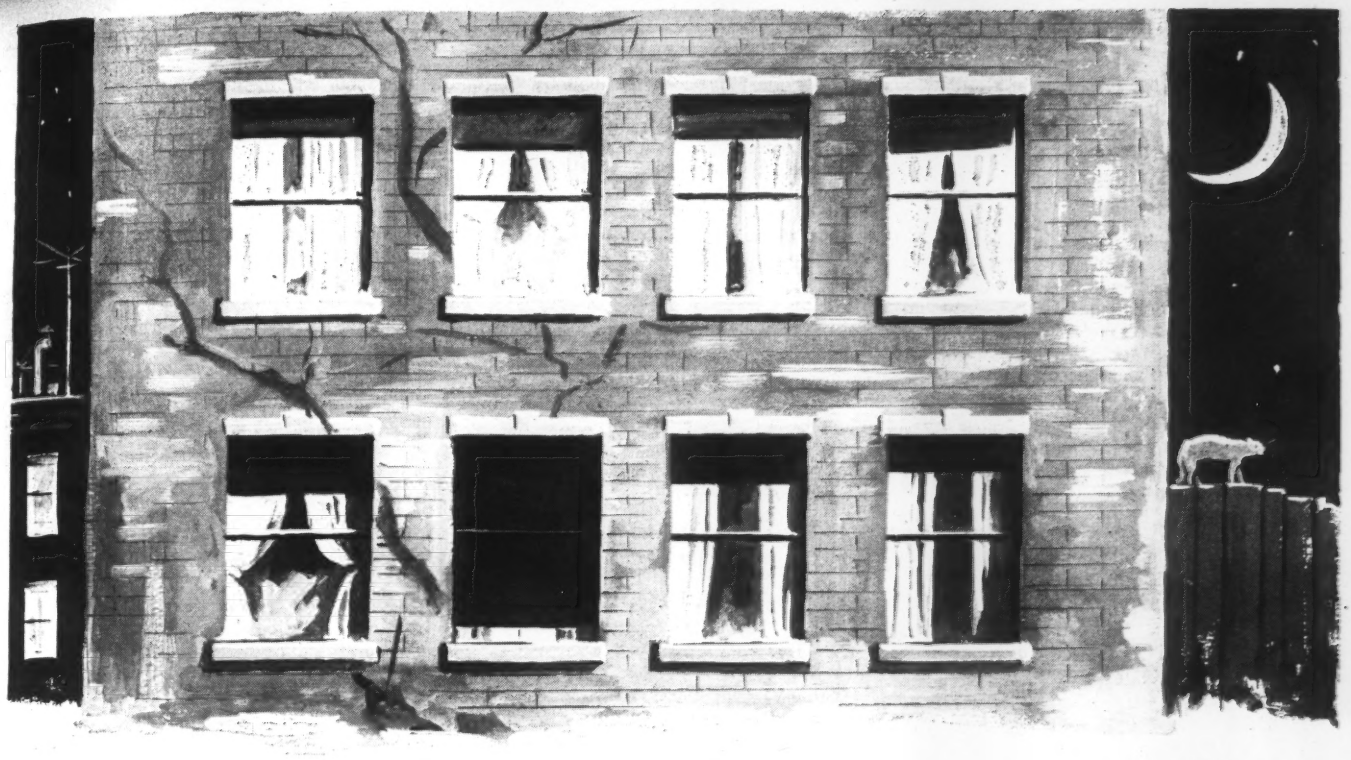
In Miami, Fla., WTVJ (TV) will televise 10 games from the International League Miami Marlins' schedule. Jack Cummins will be at the microphone for the National Brewing Co. Agency is W. B. Doner & Co.

KXOL Fort Worth, Tex., will carry the Fort Worth Cats this season. Buddies & Berry's Super Markets are the sponsors.

Entire schedule of Sunday home games of the Columbia Gems, South Atlantic League, will be televised by WNOK-TV Columbia, S. C., beginning April 29. Co-sponsors are Miller Tire Service and Firestone Tire & Rubber Co.

Exclusive broadcasts of the Pittsburgh Pirates entire schedule in the Altoona, Pa., area will be carried this year by WFBG Altoona.

WROK Rockford, Ill., will air the Chicago White Sox complete schedule.



Station relations don't necessarily have to take place in the dark

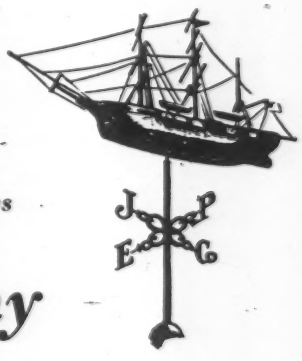
"Of all of my relations," a famous gal humorist once remarked, "I like sex best." Well, of all of *our* relations, we love stations. You see, that's our business, rather the business of the John E. Pearson Company.

People at JEPCO have something extra to offer in the rarified atmosphere of station relations — sales initiative.

First and foremost, the JEPCO man cultivates genuine interest in his many agency, client and station friends. He develops a special knack that enables him to apply national thinking to the sales opportunities in the local station markets. Instead of saying "me too", he starts out with "have you considered . . ."

In all their dealings, JEPCO people are as rugged and honest as the sound of coins plunked on a counter. That's why hosts of agency timebuyers, clients national and regional, station managers and owners are proud of their relations with the John E. Pearson Company.

Your JEPCO representative is just a phone call away — why not let him win friends and influence sales for you.



. . . JEPCO knows how the wind blows

John E. Pearson Company

radio and television station representatives

New York • Chicago • Minneapolis • Dallas • Atlanta • Los Angeles • San Francisco

Nationwide Color Tv Seen by Pres. Sarnoff

THE BELIEF that tv stations throughout American shortly will follow the lead of WNBQ (TV) Chicago and provide all-color tv, which eventually will spread throughout the nation, was to be expressed yesterday (Sunday) by NBC President Robert W. Sarnoff.

Mr. Sarnoff's conviction was contained in his talk to be given during dedication ceremonies proclaiming WNBQ (TV) as the world's first all-color tv station. The ceremonies were set to be carried in a color segment of NBC-TV's *Wide Wide World* (4-5:30 p.m. EST). Mr. Sarnoff was to be introduced by Mayor Richard J. Daley of Chicago, saying, "Chicago has been the pioneer in this country of radio and television broadcasting. And we are proud indeed that NBC has again made this city the first in the world with all-color television programming."

In his remarks, Mr. Sarnoff was to say that WNBQ (TV), which has seven color cameras, is "the newest color studio in the world," adding that seven hours of color tv programs will be broadcast daily from the station seven days a week.

An extensive advertising and promotion campaign was launched in Chicago this week to salute the start of all-color local telecasting at the station. Tied to the theme of "Chicago Goes Color," the campaign will be conducted jointly by RCA, WNBQ (TV) and the RCA Victor Distributing Corp., which distributes RCA Victor products in the Chicago area. The campaign will include full-page newspaper advertisements and television commercials on WNBQ (TV) showing the RCA Victor line of color sets; window displays in 20 Chicago department stores; personal appearances throughout Chicago by RCA Victor recording stars and an RCA color exhibit at the NARTB convention.

Mayor Daley has proclaimed this "Color Television Week" in Chicago, which is playing host to the 34th annual NARTB convention at the Conrad Hilton Hotel. The station is holding open house for NARTB delegates all week.

WNBQ will feed closed-circuit color film and live color programs continuing, Monday through Friday, from 9 a.m. to 11 p.m. Vaughn Monroe, RCA Victor announcer-singer, will appear on both regular and closed-circuit programs during the week.

NBC Station Managers Tour WNBQ (TV) Color Facilities

A MEETING and an advance tour of NBC's all-color WNBQ (TV) Chicago, whose new color facilities were to be dedicated yesterday (Sunday), were set for managers of NBC-owned stations last Friday. The agenda for the meeting, called by Charles R. Denny, NBC vice president in charge of owned stations and Spot Sales, covered color tv, programming plans for summer and fall, and promotion of National Radio Week.

Slated to attend the meeting were Thomas B. McFadden, NBC vice president and general manager; William N. Davidson, assistant general manager of WRCA-AM-TV New York; Lloyd E. Yoder, NBC vice president and general manager, WRCV-AM-TV Philadelphia; Carleton Smith, NBC vice president and Joseph Goodfellow, sales director, WRC-AM-TV Washington; Jules Herbuveaux, NBC vice president and general manager, and Henry Sjorgen, assistant manager, WMAQ and WNBQ Chicago; Thomas McCray, NBC vice president and general manager, KRCA Los Angeles; William K. McDaniel, general manager and sales manager, KNBC San Francisco, and Charles C. Bevis Jr., general manager, WBUF Buffalo.

Staff executives of NBC owned stations and NBC Spot Sales slated to attend: John H. Reber, director of NBC Spot Sales; Edwin T. Jameson, director, Television Spot Sales; H. W. Shepard, director, Radio Spot Sales; Richard H. Close, national director for represented stations; Morton Gaffin, manager, new business and promotion; Charles H. Colledge, director, engineering and operations; Jerry A. Danzig, director of program planning and development; Thomas S. O'Brien, divisional business manager; Max E. Buck, director of advertising, merchandising and promotion; Don Bishop, director of publicity, and Nicholas Gordon, rate and pricing analyst.

WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest Peters, Griffin, Woodward, Inc. office.

*** 1955 Sales Management "Survey of Buying Power"**

CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

CHANNEL 6 WOC-TV

COME VISIT GEORGE STERLING

...and John Birrel. They'll have the doors of Northwest Radio & TV School's suite open to you for a little quiet relaxation during the NARTB Convention. If you have any personnel needs you can bring these along, too, but you're welcome without them.

GEORGE AND JOHN WON'T BE SELLING A THING

ANNOUNCING

THE FIRST NONSTOP DC·7 AIRCOACH SERVICE COAST TO COAST ONLY $99!

Plus tax

The comfortable lounge, available to all passengers

American presents "The Royal Coachman"—new luxury aircoach

*New York-Los Angeles $99 *plus tax*—**Washington-Los Angeles $98 *plus tax*

Starting May 20th, American introduces the *first nonstop aircoach* service coast-to-coast on the DC·7, world's fastest airliner. This is the *fastest* transcontinental aircoach service.

"The Royal Coachman" is also the most *luxurious* aircoach service in history. You can *reserve* your seat when you buy your ticket. There is a spacious passenger lounge and fine meals are served, available at economical prices.

"The Royal Coachman" is an *all-coach* service, operating every day in the week. For reservations and flight information on this new service, see your travel agent or call your nearest American Airlines ticket office.

*service starts May 20th
**service starts June 17th

AA

AMERICAN AIRLINES

America's Leading Airline

Subject to Civil Aeronautics Board approval

MID-CITY ANTENNA PLANNED BY WSM-TV

SWING back to placing a tv station's antenna in the middle of its principal city—instead of going as far as 30 miles out of town—is seen in the move of ch. 4 WSM-TV Nashville to build its new antenna in the area of highest population density.

WSM-TV's present 575-ft. tall antenna is at 14th & Compton Sts., site of its studio building. The new 1,380-ft. high antenna is scheduled to be built at 38th & Dakota Avenues. WSM-TV, affiliated with NBC, operates with maximum 100 kw power. Cost of the new antenna-tower installation, for which WSM-TV received FCC authority last December, is estimated at $500,000. Completion is scheduled for early fall.

"We started to build our new tower 10 miles from town, as is the present custom," WSM-TV president John H. DeWitt Jr. explained, "but we found that the main signal strength . . . was out of the reach of sets within the immediate area of the tower and that signal quality was spotty in some areas of the city 10 miles away."

The trick, according to Mr. DeWitt, is a specially designed radiator which will radiate its main lobe 0.5 degrees below the horizontal beginning within 440 yards from the base of the tower. This lobe will furnish a field intensity of 100 mv/m out to five miles. This is the area, according to WSM-TV technicians, that the maximum lobe of regular antennas would overshoot.

The special antenna was designed by WSM-TV engineers in conjunction with Dr. L. J. Chu of the Massachusetts Institute of Technology.

The antenna is a dual, four-bay batwing, mounted on a single, 111-ft. mast. It is fed by two sets of styroflex transmission cables. The system is so arranged that the station can transmit full power on either half.

The tower also is a prototype, using U. S. Steel's newly-developed T-1 alloy, three times stronger than conventional steel [B•T, March 26].

Jameson, Ryan Appointed To NBC Spot Sales Posts

FURTHER realignment of NBC Spot Sales, following the appointment of Thomas B. McFadden as vice president in charge of WRCA-AM-TV New York [AT DEADLINE, April 9], was announced last week by John H. Reber, who replaced Mr. McFadden as director of NBC Spot Sales. Mr. Reber named Edwin T. Jameson as director of tv sales for the unit and Jack Ryan as eastern sales manager of tv spot sales.

Mr. Jameson, who joined NBC in 1953 as a salesman in the eastern division of radio spot sales, replaces Mr. Reber. In 1954, he was named manager of the radio division and last year was appointed eastern manager of tv spot sales. Previously, Mr. Jameson had been in sales posts with Free & Peters (now Peters, Griffin, Woodward) and the Crosley Broadcasting Co.'s New York office.

Mr. Ryan joined NBC as a salesman in tv spot sales in 1952. Previously he had been associated in sales capacities with WQXR New York and WOR-TV New York.

Huber, Walders Head Sales At WTTG (TV) Washington

JULES HUBER and Perry Walders have been named sales managers for WTTG (TV) Washington, D. C., the former in charge of local accounts and the latter handling national sales.

Mr. Huber joined WTTG in 1947 as film director and has been an account executive since March, 1953.

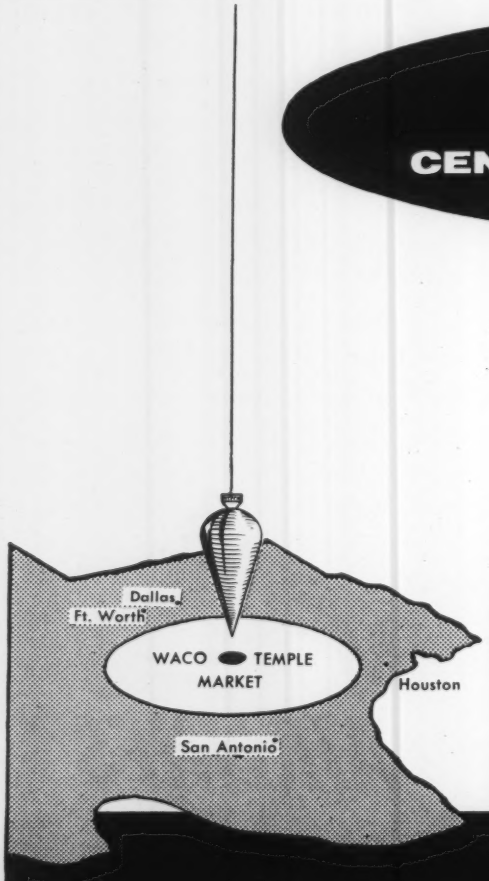
MR. WALDERS MR. HUBER

Mr. Walders rejoined the sales staff of WTTG in September of last year after a 17-year career in radio and tv sales in the Washington area.

50 Kw KRMG Independent

KRMG Tulsa, Okla., became an independent station April 13 in order to give listeners more complete coverage of local news and sports, plus local programs of all types, according to General Manager Frank S. Lane. The 50 kw outlet formerly was affiliated with ABC.

We Cover the
WACO-TEMPLE
CENTRAL TEXAS AREA MARKET



KCEN-TV

NBC

• 833 ft. tower • Max. power, 100 kw.
• Channel 6, VHF • Full Time

Representatives: NATIONAL: George P. Hollingbery
TEXAS: Clyde Melville Co., Dallas

KCEN-TV, 17 S. 3rd., Temple, Texas

OWNED AND OPERATED BY BELL PUBLISHING CO.

How To Get Results In Mid-West America

Use WLS

It is an accepted fact among hundreds of advertisers
that advertising on WLS gets results.
They have proved that to their own satisfaction—
proved that WLS does influence people
in Chicago and the Middle West.

A current advertiser, for example, offered a collection
of Begonia and Glad Bulbs for 50¢
and proof of purchase on a WLS mid-morning program.
He got results! To date he has received 6,316 orders,
each with 50¢ and a proof of purchase enclosed!

This is but one example from many.
For further proof . . .
or for information on how you can use WLS
to get Results in Chicago and the Middle West,
contact WLS or any John Blair man.

WLS

The PRAIRIE FARMER STATION

A Clear Channel Station

CHICAGO 7

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY BLAIR & CO.

Compton Begins 'Newsreel' News Programming on WMAL

WASHINGTON newsman Walter Compton is scheduled to begin a Monday through Friday series of "newsreel-type" newscasts for WMAL Washington beginning tonight (Monday), the station has reported.

WMAL Radio Newsreel, similar in format to programs run on WMGM New York and reportedly running on a Havana, Cuba, station, is a 10-minute news program broadcast live from 11-11:10 p.m., taped as it's aired, and then reprogrammed continuously until midnight. The "personalized radio news service" is built around weather reports and coverage of national and local news. Late-breaking news is to be spliced into subsequent tapes.

Sponsorship of the program is available with the sponsor able to rotate his commercials within the *Newsreel* hour. One week the advertiser's message may be heard at 11, for instance, and the following week at 11:40, with only one buying agreement necessary.

Mr. Compton, who does several newscasts daily on WOL Washington, is a former MBS White House correspondent and former manager of WAAM (TV) Baltimore and WTTG (TV) Washington [B•T, Jan. 23].

Peoples Elects Three Resident Vice Presidents

PEOPLES BROADCASTING Corp., Columbus, Ohio, elected three of its station managers resident vice presidents "in recognition of outstanding achievement as station managers and leaders in the community life in the areas in which they serve." Those elected were Joseph D. Bradshaw, WRFD Worthington, Ohio; A. G. Ferrise, WMMN Fairmont, W. Va., and Carl E. George, WGAR Cleveland.

The action was taken at the firm's annual meeting April 6. Peoples, a subsidiary of Nationwide Insurance Co., also owns WTTM Trenton, N. J.

WTMJ-AM-TV Raises Comte, Vonier, Loose

SERIES of changes in the radio-tv departments of the *Milwaukee Journal* broadcasting properties (WTMJ-AM-TV) was announced by the parent Journal Co. last week following the death of Russell G. Winnie, late assistant general manager for radio-tv [B•T, April 9].

MR. COMTE

George Comte, stations manager of WTMJ and WTMJ-TV since 1952, was appointed manager for radio and tv. Sprague Vonier, former tv supervising producer - director, was named WTMJ-TV program manager and Donald Loose, previously radio production manager, to WTMJ program manager.

Mr. Comte, who joined the company in 1935 as an announcer, will report to Walter J. Damm, vice president and general manager of radio-tv for the Journal Co.

Edwards & Hjorth Retained To Design WMGT-TV Tower

THE New York firm of Edwards & Hjorth has been retained to draw specifications for a new transmitting tower for WMGT-TV Pittsfield, Mass. The new tower will be located on Mount Greylock, near Pittsfield, where the station's previous transmitter was destroyed by winds of hurricane force on Feb. 25 [B•T, March 5].

Adverse weather conditions of the 3500-ft. summit will prevent immediate reconstruction, according to Leon Podolsky, president of Greylock Broadcasting Co., which owns the station.

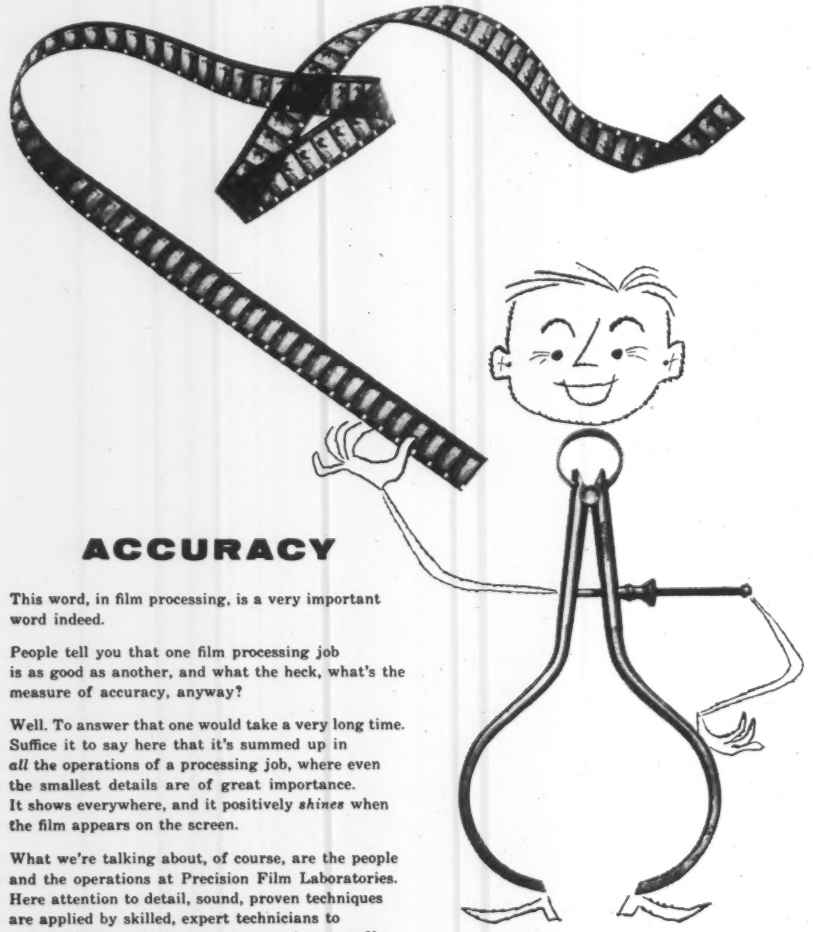
CBS' Tvs Local Sales Rise

LOCAL time sales for CBS-TV owned stations —WCBS-TV New York, WBBM-TV Chicago, WXIX (TV) Milwaukee and KNXT (TV) Los Angeles—were up 48% over the first quarter of 1955, according to the network. Total net time sales—local and national—increased 20% and local program sales were up 29%, according to Craig Lawrence, vice president in charge of CBS-TV owned stations and CBS-TV spot sales.

Fergus Mead Dies at 62

FUNERAL services were held in Winnetka, Ill., Wednesday for Fergus Mead, 62, advertising executive and director of Southern Wisconsin Radio Corp. (WCLO-AM-FM Janesville). He died in a La Crosse (Wis.) hospital April 8, after a brief illness.

Mr. Mead was executive vice president and a director of The Buchen Co. and had been with the Chicago agency for 30 years.



ACCURACY

This word, in film processing, is a very important word indeed.

People tell you that one film processing job is as good as another, and what the heck, what's the measure of accuracy, anyway?

Well. To answer that one would take a very long time. Suffice it to say here that it's summed up in *all* the operations of a processing job, where even the smallest details are of great importance. It shows everywhere, and it positively *shines* when the film appears on the screen.

What we're talking about, of course, are the people and the operations at Precision Film Laboratories. Here attention to detail, sound, proven techniques are applied by skilled, expert technicians to assure you the *accurate, exact* processing your films deserve to justify your best production efforts.

Accuracy is a must for TV – for industrials – for education – for *all* movies.

you'll see and hear

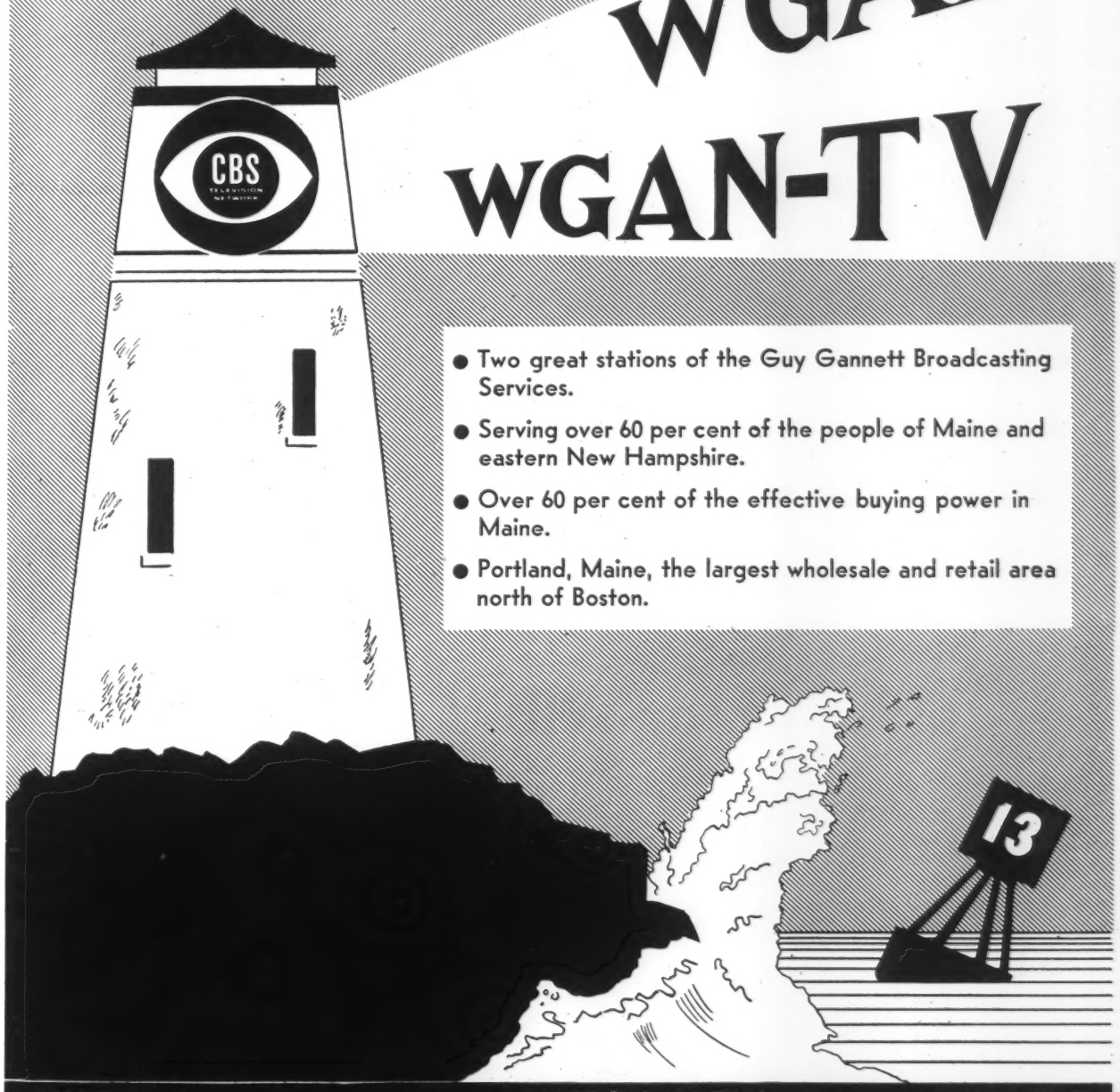
PRECISION

FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York
A DIVISION OF J. A. MAURER INC

In everything, there is one best . . . in film processing, it's Precision

MAINE PEOPLE DEPEND ON . . .

WGAN
WGAN-TV



- Two great stations of the Guy Gannett Broadcasting Services.
- Serving over 60 per cent of the people of Maine and eastern New Hampshire.
- Over 60 per cent of the effective buying power in Maine.
- Portland, Maine, the largest wholesale and retail area north of Boston.

WGAN · 560 · 5,000 · WGAN-TV · 13 · 316,000

Represented Nationally by Avery-Knodel, Inc.

New WJW-AM-TV Building Dedicated

A GALA Armed Forces salute and public celebration were scheduled for the formal dedication yesterday (Sunday) of Storer Broadcasting Co.'s new WJW Radio & Television Bldg. in Cleveland, Ohio. The building will house WJW and WJW-TV (formerly WXEL-TV).

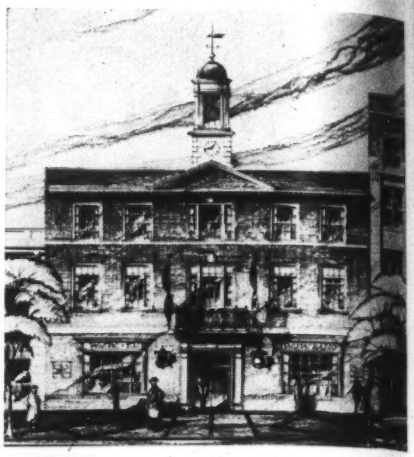
Representatives of the Army, Navy, Marines, Naval Air Reserve, National Guard and Ohio Air National Guard were to go through their paces during a parade from Gray's Armory in Cleveland to the new WJW structure.

Among dignataries who were to be present were Ohio Gov. Frank J. Lausche, Cleveland Major Anthony Celebrezze, Curtis Lee Smith, executive vice president of the Cleveland Chamber of Commerce, and George B. Storer, president of Storer Broadcasting Co.

Mayor Celebrezze designated the week commencing yesterday as "WJW Television & Radio Week" in honor of the new Storer installation. In his proclamation he described the stations and the building as "symbolic of independence and true national and community welfare."

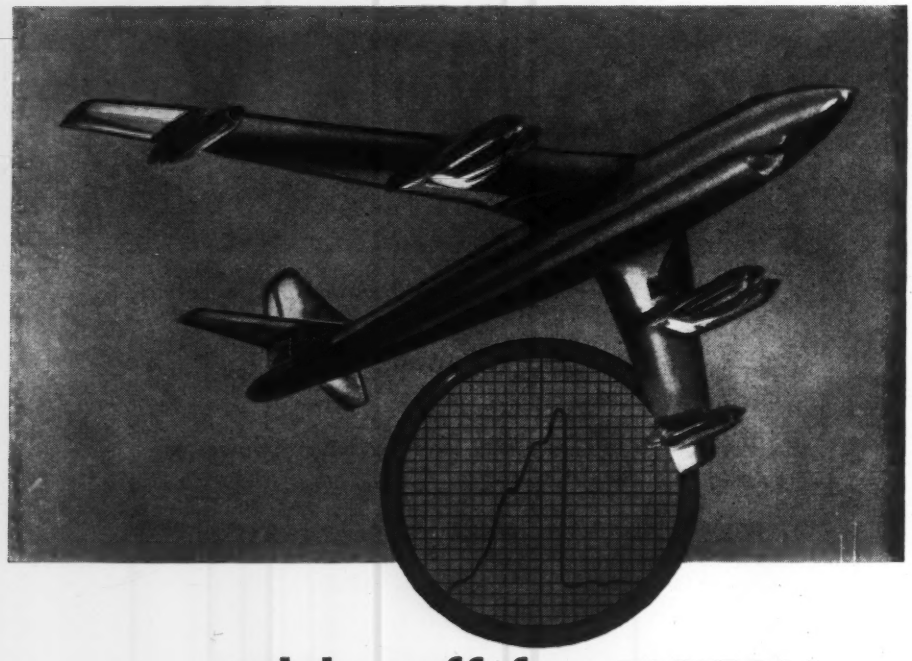
New KCIM Building Begun

KCIM Carroll, Iowa, has begun construction of a new studio and office building in a $40,000 expansion program. The new building for the 1 kw station, operating on 1380 kc, is located two miles south of Carroll.



ARCHITECT'S drawing of the new WJW Radio & Television Bldg. in Cleveland.

Through the SOUND BARRIER



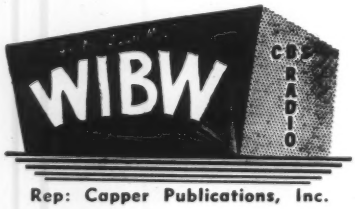
- - - old stuff for WIBW

The sound barrier disappeared in Kansas 30 years ago, with the establishment of WIBW—The Kansas Farm Station. Today, we're reaching these rich* families with new sounds, new services, new entertainment . . . and newer more forceful selling for our advertisers. WIBW is getting sensational new results for them. Let us do the same for you.

* Average Income $8,330
Consumer Markets 1955

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City



Rep: Capper Publications, Inc.

WCBS-TV Issues Rate Card

WCBS-TV New York last week announced it has issued rate card No. 16, effective April 1, calling for increases in Class AA station time of about 20% and a 17% increase in Class AA announcements. One basic change in the new rate card from No. 15, a station spokesman said, is that announcements in Classes AA and A time and participating announcements in *The Early Show* and *The Late Show* do not earn weekly volume discounts as they did under the old rate structure.

WIBG's Clery Retires

EDWARD D. CLERY, general manager of WIBG Philadephia for the past 25 years, has announced his retirement. The Radio Television Executives Society and Radio Pioneers member was honored with a testimonial luncheon by his staff members and friends, who presented him with a silver cigarette box and lighter.

MR. CLERY

He plans an "extended stay" in Hollywood, Fla., following his retirement from WIBG.

Hallack Seriously Injured

EDDIE HALLACK, chief director of KRLD-TV Dallas, Tex., was seriously injured in an automobile accident which took the lives of his wife and 8-month-old son 10 days ago. The Hallacks' two other children, Michelle, 11, and Nicholas, 9, also were injured in the accident. All three were admitted to Baylor Hospital, Dallas.

Blair Firms Plan Move

JOHN BLAIR & Co., national radio representative, and Blair-Tv, national tv station representative, will move to larger quarters at 415 Madison Ave., April 28. New telephone number for Blair & Co. will be PLaza 3-4250 and for Blair-Tv, TEmpleton 8-5800.

"Clear, sharp image reproduction...that's why we use G-E image orthicons in our own-design TV cameras!"

Says Earl Lewis, Chief Engineer, WTVJ, Miami.

"OUR purpose in developing our own studio cameras at WTVJ was to give Miami viewers a picture with the highest possible quality. Audience enthusiasm proves we came up with superior equipment.

"To get the best camera results, we specify the best components. G-E image orthicons fit our quality specifications to a 't.' Their image resolution has plenty of detail—the picture is uniform in depth and shading—tube efficiency stays high through long hours of service.

"I'm told that really big resources of skill, manpower, and equipment were drawn on by General Electric to develop their Broadcast-Designed image orthicons. The tube's fine overall performance in our studio cameras certainly bears out this information!"

* * *

Your General Electric tube distributor has Broadcast-Designed image orthicons. For top-rating picture quality, for full-measure *efficient* tube life that means replacement dollars saved . . . phone your local G-E distributor today! *Tube Department, General Electric Company, Schenectady 5, New York.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1F2

SHREVEPORT'S
HIGHEST RATED
TV NEWS & WEATHER
are on
KSLA-TV

AL BOLTON, KSLA-TV Weatherman at the weather board.

6:00 PM NEWS AND WEATHER
KSLA-TV. . . . 24.8
Station B 5.9

10:30 PM NEWS AND WEATHER
KSLA-TV. 9.5
Station B 3.8

Based on ARB Survey on television viewing — week of October 9-15.

- Full time local film photographer
- Full time local reporter
- A. P. Wire Service
- Direct wire to U. S. Weather Bureau
- Proven audience acceptance

Full Power Basic CBS-TV

See your Raymer man for full details.

KSLA 12 CHANNEL

FIRST IN SHREVEPORT, LOUISIANA

The New Center in South Bend

WSBT-AM-TV OPENS BROADCAST CENTER

A NEW Broadcast Center was dedicated last week by WSBT-AM-TV South Bend, Ind., operated by the *South Bend Tribune*. A week-long series of events started last Monday and wound up with public tours over the weekend.

Prominent broadcast and advertising officials took part in the dedication of the building and cornerstone laying at noon Thursday. Guests at a luncheon following the ceremonies included J. L. Van Volkenburg, CBS-TV president; FCC Comr. Rosel H. Hyde, and Edward T. Shurick, CBS-TV station relations director. Mayors, editors, broadcasters and business executives in northern Indiana and southern Michigan were among guests.

Broadcast Center, a half-million-dollar plant, was designed by Pereira & Luckman, architectural firm that drew up plans for the CBS broadcast building in Hollywood. The functional motif is based on red Roman brick and poured concrete, with towering, concrete-framed windows lining the second story. The two-floor plant, with full basement, is located at the intersection of Jefferson and Lafayette, two of South Bend's principal streets. The heating-cooling system is based on a 200,000-gallon supply of well water. In warm weather, heat is transferred to the water and returned to the ground, with the process reversed in winter.

In the center of the building is a 50x80-foot studio, equipped to permit color operation by the uhf outlet.

Franklin D. Schurz, editor-publisher of the *Tribune*, said the building was erected "to demonstrate our confidence and to offer area resident the best facilities available."

Personalities at the dedication included Herb Shriner, humorist, and Hoagy Carmichael, composer, both Hoosiers; Tom Harmon sportscaster; Charles Collingwood, Bill Shadel and Galen Drake, CBS staffers; Emil Schram, retired head of the New York Stock Exchange; Donald D. Hoover, president of Bozell & Jacobs; Dr. Dwight H. Murray, president-elect of American Medical Assn., and the Rev. Theo M. Hesburgh, president of Notre Dame U. and WNDU-TV, and 13 other college heads.

Taking part in the cornerstone ceremony were Mrs. F. A. Miller, *Tribune* president; Mr. Schurz; Neal B. Welch, WSBT-AM-TV general manager and William L. Pereira, of Pereira & Luckman. WSBT (5 kw 950 kc), and WSBT-TV (ch. 34) are CBS affiliates.

REPRESENTATIVE APPOINTMENT

WCNC Elizabeth City, N. C., names Bogner & Martin, N. Y., national representative effective today (Monday).

STATION PEOPLE

Charles Azevedo, assistant station manager, WITV (TV) Fort Lauderdale-Miami, Fla., promoted to station manager. **Don Bentley,** Miami ad man, to head WITV continuity department.

Bob McLaughlin, disc jockey and former president, Clubtime Radio Productions, to KHON Honolulu, as general manager.

John McClay, assistant general manager, WCAU-TV Philadelphia, to KYW-AM-FM-TV Cleveland, Ohio, as assistant to vice president of Westinghouse Broadcasting Co., Cleveland.

MR. McCLAY

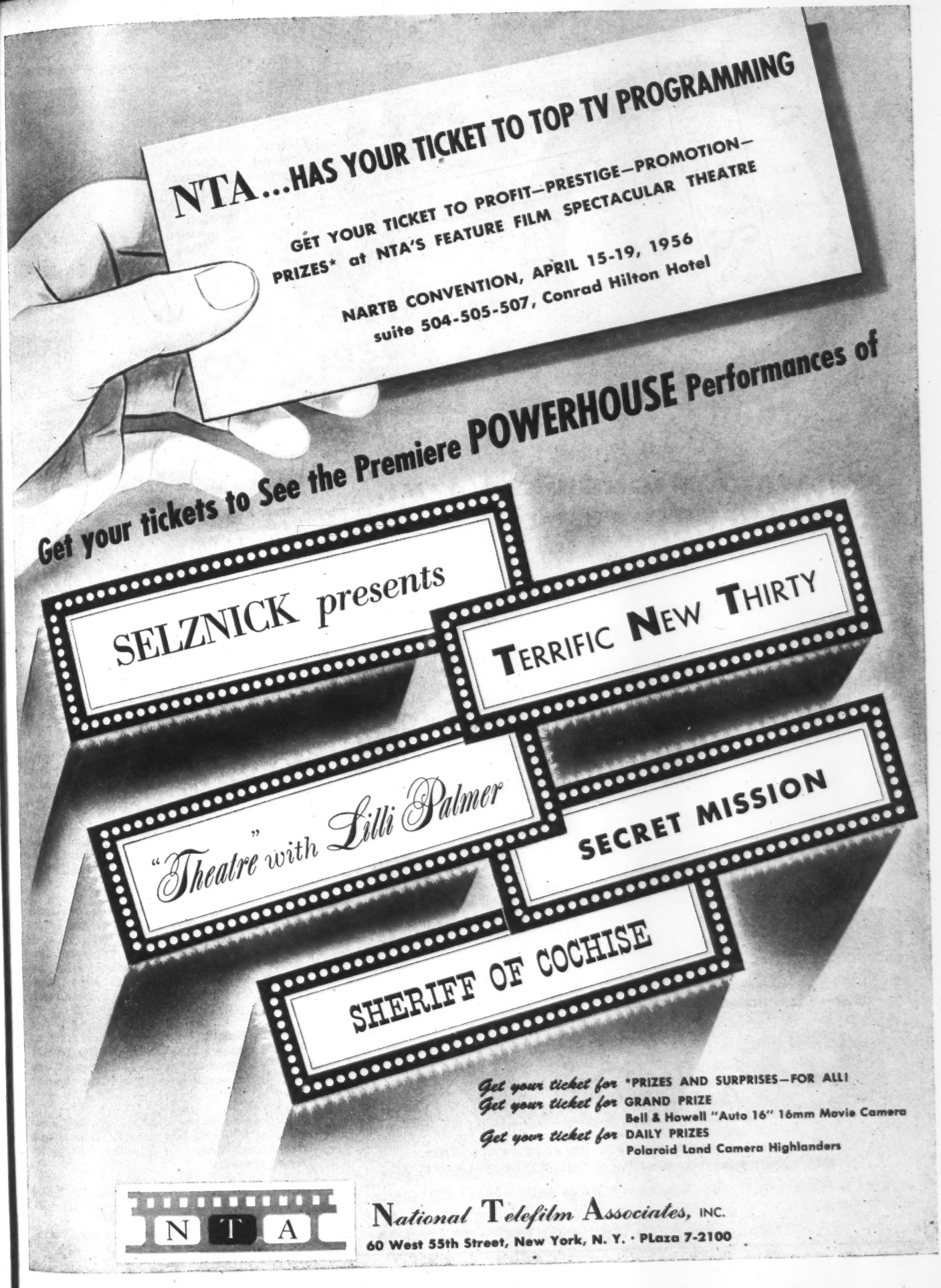
Bert Libin, account executive, WMAL Washington, named local radio sales manager. **Norman L. Posen,** WOL Washington, to WMAL sales staff. **Charles A. Macatee,** WMAL-TV production staff, to radio promotion.

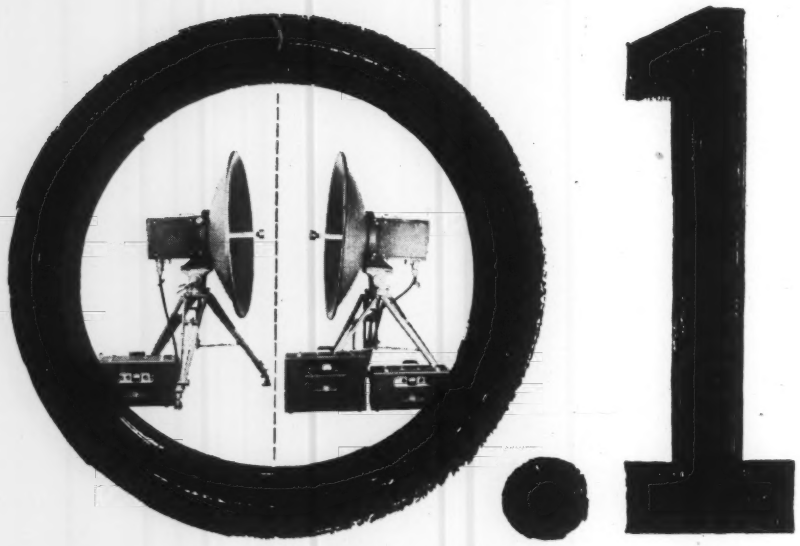
Jack Shefrin, formerly general manager, WRNY-AM-FM Rochester, N. Y., to KMAP Bakersfield, Calif.

COME VISIT GEORGE STERLING

...and John Birrel. They'll have the doors of Northwest Radio & TV School's suite open to you for a little quiet relaxation during the NARTB Convention. If you have any personnel needs you can bring these along, too, but you're welcome without them.

GEORGE AND JOHN WON'T BE SELLING A THING

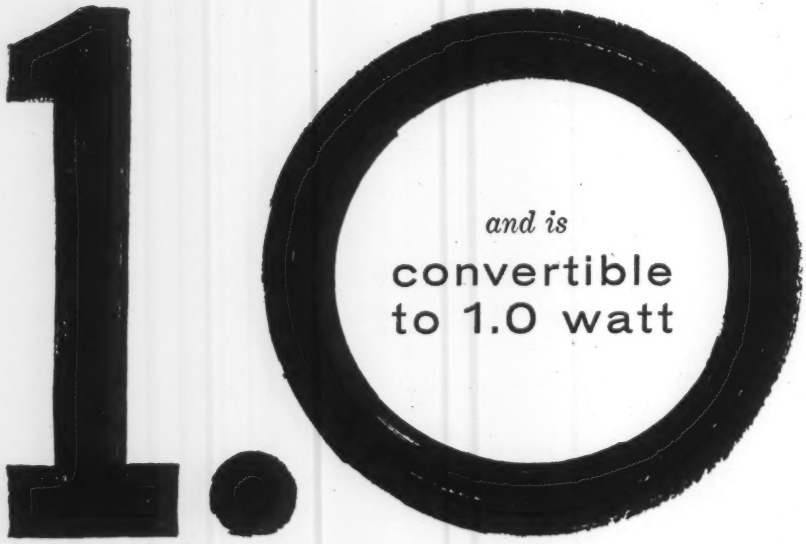

NTA...HAS YOUR TICKET TO TOP TV PROGRAMMING
GET YOUR TICKET TO PROFIT—PRESTIGE—PROMOTION—
PRIZES* at NTA'S FEATURE FILM SPECTACULAR THEATRE
NARTB CONVENTION, APRIL 15-19, 1956
suite 504-505-507, Conrad Hilton Hotel
Get your tickets to See the Premiere POWERHOUSE Performances of
SELZNICK presents
TERRIFIC NEW THIRTY
"Theatre" with Lilli Palmer
SECRET MISSION
SHERIFF OF COCHISE
Get your ticket for *PRIZES AND SURPRISES—FOR ALL!
Get your ticket for GRAND PRIZE
Bell & Howell "Auto 16" 16mm Movie Camera
Get your ticket for DAILY PRIZES
Polaroid Land Camera Highlanders
N T A
National Telefilm Associates, INC.
60 West 55th Street, New York, N. Y. · PLaza 7-2100



NEW LAMBDA

0.1 WATT MICROWAVE LINK DESIGNED FOR COLOR

a companion to the nationally recognized 1.0 watt Lambda link...



5.9–7.2 kmc service; available with program channel.

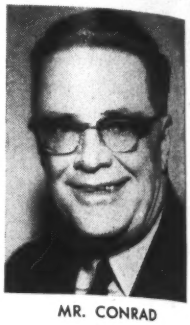
Lambda LPE Pacific

*call or write/*LAMBDA PACIFIC ENGINEERING, INC.
*the leading western manufacturer of/*MICROWAVE LINKS

P. O. Box 70, Van Nuys 2, California • STanley 7-0779 • STate 6-1801

STATIONS

Fran Conrad, station manager, KSBW-TV Salinas, Calif., named national sales manager, KNTV (TV) San Jose, Calif.



MR. CONRAD

John Kieran Jr., director of publicity, promotion and special events for WABD (TV) New York, appointed director of programs for station. He came to WABD March 19 from NBC, where he was sports program coordinator.

James F. Keough, WPAW and WICE, both Providence, R. I., to WDRC Hartford, Conn., as account executive.

Samuel Z. Levin, Baltimore radio salesman, and **Edward F. Tormay,** manager of passenger tire sales, Yingling General Tire Co., Baltimore, to local sales staff of WFBR Baltimore.

George C. Mirras, assistant to national advertising manager, *Omaha World Herald,* to WOW Omaha as promotion manager.

Bruce Cox, producer, WLWT (TV) Cincinnati, appointed assistant director of special broadcast services for WLW and WLWT.

John Holbrook, Mutual-Don Lee newscaster, elected president of Radio & Television News Club of Southern California. **Wilfred Brown,** Mutual-Don Lee, serving second term as secretary-treasurer. Elected to board: **Frank Goss,** CBS; **Bob Green,** Mutual-Don Lee; **Jim McNamara,** KLAC, and **Sam Zelman,** CBS.

Roger Bower, program director, WROW Albany, elected honorary member of Rho Tau Sigma chapter at WRPI, college station of Rensselaer Polytechnic Institute, Troy, N. Y.

John Henry Faulk, WCBS New York personality, named broadcasting chairman of Federation of Protestant Welfare Agencies' 1956 foster home-finding drive.

W. A. Ruthman, farm director, WBAP-AM-FM-TV Fort Worth, Tex., appointed agricultural chairman of Savings Bond Committee for Texas by U. S. Savings Bond Div. of Treasury Department.

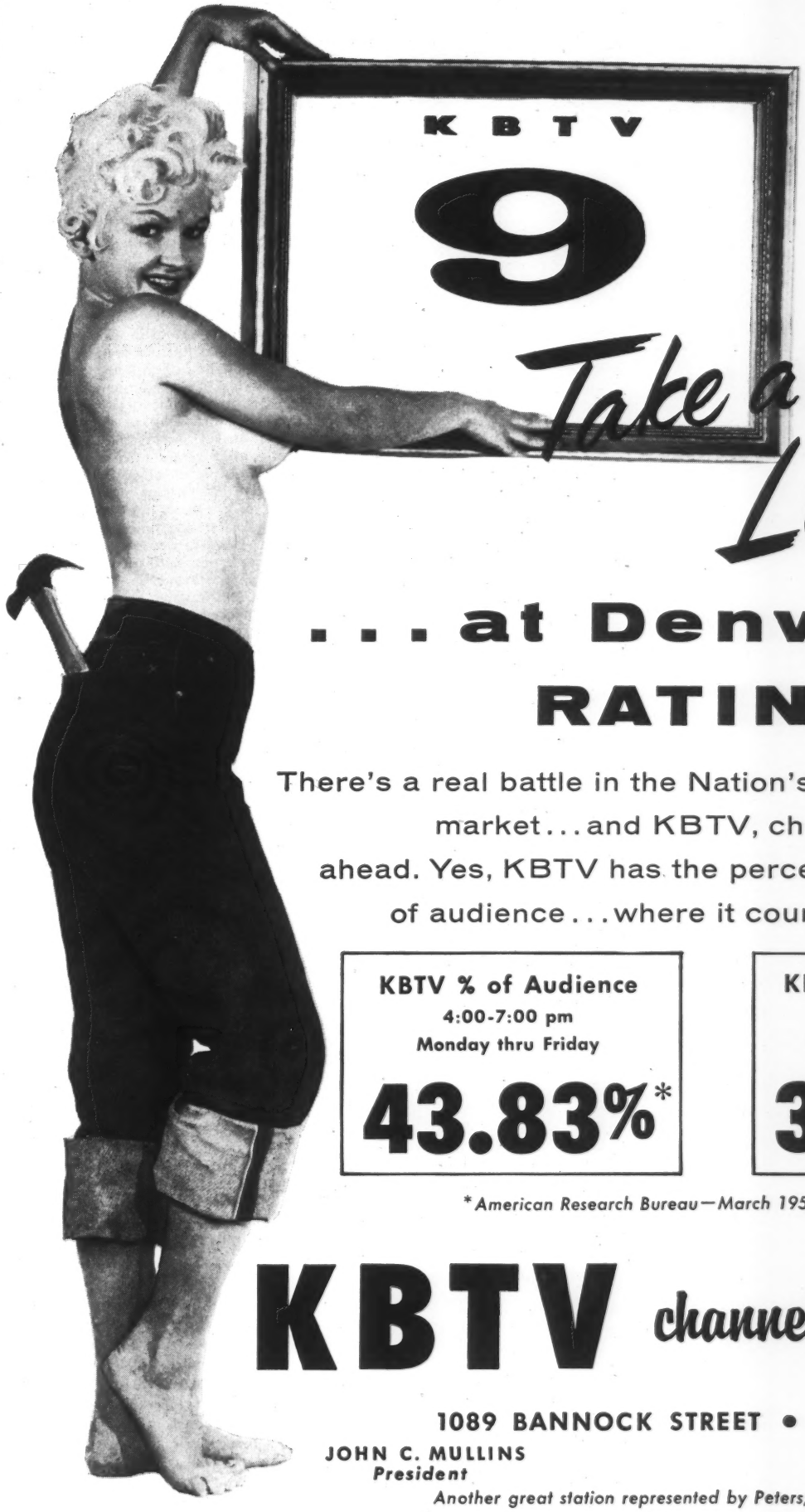
Virginia Warwick, librarian, KHJ Los Angeles, elected secretary of Calif. Copyright Conference for 1956-57; **Alene McKinney,** music didector, KBIG Catalina, elected assistant secretary. Other officers: **Bob Marks,** Marks Music Publishers, president; **Bernard Brody,** Guild Films, vice president, and **Frania Pasternacki,** treasurer.

Norman Knight, executive vice president and general manager, Yankee Div., RKO Teleradio Pictures, appointed to business advisory committee of Boston College Community Research Center.

Bill Jones, KLZ Denver personality, in St. Lukes Hospital following heart attack. **Dale Morgan,** free-lancer, conducting morning show in Mr. Jones' absence.

Joan Iden (Mrs. Carl Bowie), singer, WCCO Minneapolis-St. Paul, mother of girl, March 28.

Gene McClure, sales traffic manager, WBBM-TV Chicago, father of girl, Jo Ann, April 3.



Take a Second Look!

. . . at Denver RATINGS!*

There's a real battle in the Nation's 24th market . . . and KBTV, channel 9 is forging ahead. Yes, KBTV has the percentage of audience . . . where it counts MOST!

KBTV % of Audience
4:00-7:00 pm
Monday thru Friday
43.83%*

KBTV % of Audience
5:00-10:00 pm
Monday thru Friday
32.18%*

**American Research Bureau—March 1956 Denver Survey*

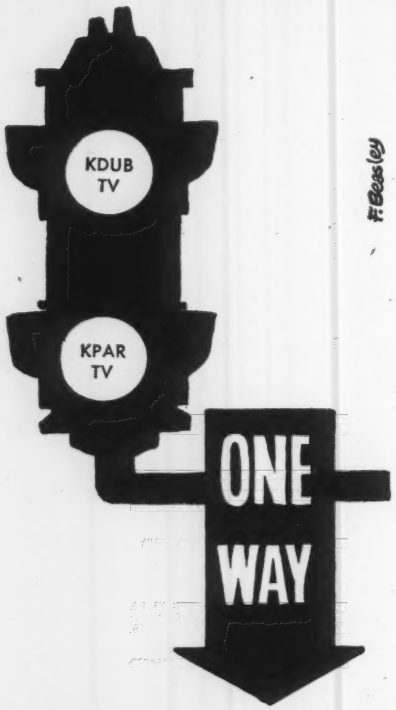
KBTV channel 9

1089 BANNOCK STREET • TAbor 5-6386

JOHN C. MULLINS
President

JOE HEROLD
Station Manager

Another great station represented by Peters, Griffin, Woodward, Inc.



One way to sell oil-cotton rich West Texas: the economical KDUB-TV KPAR-TV "Treasure Island" combination (over 181,140 sets).

CBS TELEVISION

K·DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "BUZZ" Hassett

CANADIAN RADIO-TV BATTLE LOOMS

Hearings start April 30 before Royal Commission on future of broadcasting in the Dominion. CARTB is seeking independent regulatory body and more than one tv station in large cities. Another major issue is the financing of CBC.

RADIO and television will be very much in the minds of Canadians this year, not just as news and entertainment media, but also as a subject of heated conversation. The battle for the control of radio and television has started, with forces throughout the country preparing to voice their opinions before the Royal Commission on Broadcasting, which starts public and private hearings at Ottawa April 30.

Newspapers and magazines throughout Canada are carrying a vast number of articles, letters to the editors, and editorial opinions on how radio and television should be operated in Canada. Business firms, labor unions, trade associations and groups of individual Canadians are heatedly debating how to present the case before the commission when it holds hearings in individual cities early this summer.

The Canadian Broadcasting Corp., government organization regulating radio-tv in Canada as well as operating stations and originating programs, has announced that it has prepared kits of material for use of organizations wanting to present briefs or verbal opinions before the commission. The Canadian Assn. of Radio & Television Broadcasters, representing most of the independently-owned stations, is supplying organizations with its side of the controversy and the case for an independent regulatory body, divorced from station ownership and programming.

The Royal Commission on Broadcasting is to make recommendations to the Canadian government on financing radio and television broadcasting by the CBC and on licensing and regulating independent radio and television stations [B•T, Dec. 12, 1955].

Third Commission

It is the third major Royal Commission set up in the past 25 years to investigate radio-tv broadcasting. Its findings, as those of the preceding commissions, will have an important effect on the entire broadcasting industry. In some sections of the industry this commission is referred to as "the last chance" commission, for its recommendations, if implemented by the government, may effect broadcasting for the next few decades.

Financing the CBC is becoming a constantly bigger problem as costs of telecasting keep increasing. Currently $40 million a year is needed by the CBC for its operations. This is far in excess of the take from the 15% excise tax on television receivers sold, combined with revenue from commercial programs, and as yet there is no choice of tv stations for most of Canada. Demand for such choice of stations is growing, but government policy allows only one station in one city with major markets reserved for CBC stations.

Private hearings by the Royal Commission on Broadcasting are an innovation in Royal Commissions in Canada. They are being used in view of presentations made to the commission that some parts of the industry will not present their opinions in public because of regulatory powers held by the CBC under present legislation. It is understood that individuals as well as business firms and organizations allied to the broadcasting industry have asked to be heard in private.

The next few months promise to be exciting ones for Canada's radio-tv industry.

Private Radio Ownership Favored in Canadian Poll

MOST CANADIANS are in favor of private ownershsip of radio broadcasting, according to annual surveys made by Elliott-Haynes Ltd., Toronto, Ont., on public attitudes towards business and industry. The surveys are based on a personal interview with a cross section of 7,000 Canadians as to their preference for private, public and part-of-each ownership of industries varying from automotive, through banking, brewing, chemical, dairy and others, including radio broadcasting.

The latest survey shows that 63% of Canadians prefer all-private control of radio broadcasting, 14.7% prefer all-government ownership, 15.5% believe in part ownership for both public and private, and 6.8% are undecided. The survey was started on an annual basis in 1944 when 48% favored private radio and 31.5% all-government ownership. The percentage for private ownership reached a peak in 1953 when 69.1% favored all private ownership and 13.8% favored all public ownership.

The survey is underwritten by a representative group of 15 Canadian corporations and trade associations not directly concerned with radio broadcasting.

Imported Films Protested

A BRITISH theatre owners' association (CEA) is weighing "drastic actions" against film companies supplying U. S. theatrical films to tv stations and local groups of exhibitors have asked for a boycott of tv collaborators. The action came after Eric Johnston, Motion Pictures Assn. president, told the British movie industry he could do nothing about the sale of imported theatrical films to tv. Mr. Johnston also declined a British offer to discuss the matter in London [B•T, April 9].

Canadian Tv Set Sales Drop

CANADIAN tv receiver sales in the first two months of 1956 were down slightly from 1955, with 106,460 sets sold in January and February 1956, valued at $31,696,646, compared to 111,386 sets sold in the same period last year. Figures of the Radio-Electronics-Television Mfrs. Assn. of Canada show largest sale in Ontario Province, accounting for 40,929 sets, Quebec 27,686, British Columbia 8,428, Alberta 7,719, Manitoba 6,745, Nova Scotia 5,967, New Brunswick and Prince Edward Island 3,687, Saskatchewan 3,623 and Newfoundland 1,676.

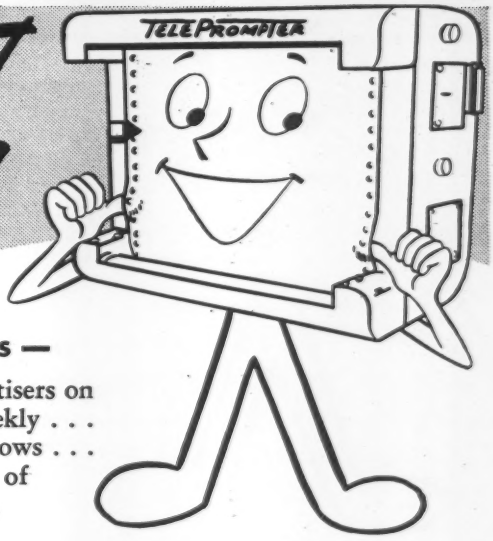
GEORGE STERLING INVITES ALL

Old friends and new at the NARTB Convention to come by Northwest Radio & TV School's suite for a moment's relaxation with him and John Birrel. If you have any personnel needs you can bring these along, too, but you're welcome without them.

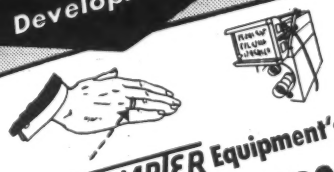
GEORGE AND JOHN WON'T BE SELLING A THING

Well, Why Shouldn't We Brag!

TELEPROMPTER's new Developments



TELEPROMPTER Equipment's MAGIC RING CONTROL



At last — complete freedom of movement through the Magic Ring! Performer can control his TelePrompTer script and demonstrate products at the same time.

Also available — TelePrompTer's new foot pedal control.

TELEMATION

Studio Automation thru TelePrompTer

On pre-selected cue words, the TelePrompTer script itself automatically triggers almost any stage effect. Split second timing is assured . . . human error is eliminated. TeleMation brings the same perfection to TV production that TelePrompTer brings to the performer.

New TELEPRO

Rear Screen Projection

The most powerful, compact, lightweight projector available . . . a complete departure from old-style projectors. Features short throw, sharp pictures, cool, quiet operation, lightning slide changes and remote control.

At Networks —

used by national advertisers on over 120 shows weekly . . . serving 8 of top 10 shows . . . 800,000 hours total of TelePrompTer* usage.

Now, at local stations —

providing national advertisers the same TelePrompTer service for live local spots . . . covering over 80% of all U.S. TV homes . . . serving every size station, every type market.

Here's why TelePrompTer equipment has proved indispensable to the production and programming of progressive stations all over the country.

"Our sales force has actively pitched TelePrompTer Service to our clients and we are quite sure it has been responsible for a great deal of business that has been placed on our station."
Phoenix, Ariz.

"TelePrompTer is invaluable in TV programming. Selling is more effective, production is smoother, and the sponsor gets every word as promised."
Miami, Fla.

"Our talent can handle more live commercials . . . TelePrompTer has been a time saving, account saving addition to our equipment. We would be lost without it."
Valley City, N.D.

"Eye contact is one of the greatest assets in delivering a television newscast. And, it is with TelePrompTer that this can be accomplished very successfully."
Washington, D.C.

TELEPROMPTER CORPORATION

311 West 43rd St., N.Y. 36, N.Y. • JU 2-3800

TORONTO • LONDON — CHICAGO • LOS ANGELES • WASHINGTON, D.C.

Look for TELEPROMPTER CORPORATION at the NARTB Convention

SEE
- TelePrompTer's newest prompting equipment
- Magic Ring operating control
- TeleMation in action
- New TelePro rear screen projector
- First showing TeLights
- Demonstration TelePrompTer Program Communications Network

CONRAD HILTON HOTEL • CHICAGO

SPACE NO. 25 ROOMS 512-513

. . . and

TELEPROMPTER's Program Communications Network . . .

be sure to see our complete demonstration at the NARTB Convention.

*Trademark registered U. S. Pat. No. 2635373 Other Patents Pending

AUSTRALIA's two commercial tv stations (TCN Sydney and HSV Melbourne), slated to debut this fall, have purchased the *I Love Lucy* series from CBS. Taking part in the contract signing are (l to r) Charles Michelson, American buying agent for the stations; Fred Mahlstedt, CBS Film Div. sales manager; Leslie Harris, vice president in charge of CBS-TV Film Sales Div.; Jack Williams, managing director, HSV, and Jack Davies, U. S. manager for TCN.

Commercial Tv Is Goal Of New Netherlands Firm

AN independent company has been formed in Holland (Televisie Exploiatie Maatschappif N. V.) with the purpose of forming a commercial television network. Total number of stations to be built and a target date have not been revealed.

As now planned, Dutch commercial tv would follow the ITA system in England. That is, there will be no sponsored programs after the American pattern. Rather, advertisers would have their messages placed without being able to say exactly where or when. TEM N. V. will be on the air eight hours a week at the start and plans to boost the total to 16 hours after two years.

At the present time a quasi-official station is operating near Amsterdam and an experimental station at Eindhoven also is on the air.

New Canadian Study Planned

A NEW TYPE of survey using the family record or log method for both radio listening and television viewing is to be used twice yearly by the Bureau of Broadcast Measurement, Toronto, Ont., according to plans presented at a closed annual meeting at Toronto late in March. The method was tested in London, Ont., last year, when BBM measured hours of listening and checked 20,000 families in that city. It is expected that the new type surveys will be made during one week in summer and one week in winter. Definite dates when the new plan goes into effect have not yet been announced. BBM will issue its 1956 radio homes survey early this summer. The survey was taken early this year.

INTERNATIONAL PEOPLE

Athol McQuarrie, formerly general manager of Bureau of Broadcast Measurement and Assn. of Canadian Advertisers, Toronto, Ont., who recently retired, to H. N. Stovin & Co., Toronto station representative firm, as consultant.

Doug C. Trowell, assistant manager of CFPL London, Ont., to manager. **R. A. Reinhart,** assistant manager of CFPL-TV, to manager, with **Cliff Wingrove,** sales and promotion manager of CFPL-TV, to assistant manager and director of sales.

Bob Watson, account executive, CHCT-TV Calgary, Alta., named sales manager. **Chuck Loveday,** station film department, and **Al Ross,** Gibbons Adv. Agency, Calgary, to CHCT-TV sales staff. **Stu Menzies,** station sales staff, to James Lovick Agency, Calgary, as account executive. **Bob McEwen,** transferred from station sales department to film editing. **Bob Nystedt,** promotion manager, resigned to return to U. S. **Tony Prauner,** named assistant to CHCT-TV art director. **John Trevenen** to photo department. **Graham Niven,** to news department and **George Wilson,** transferred from announcer staff to news.

Ken Page, operations manager of TelePrompTer of Canada Ltd., Toronto, Ont., to assistant to president of S. W. Caldwell Ltd., Toronto, radio-tv production and equipment firm. **Harold Baldock,** formerly of CJGX Yorkton, Sask., and Inland Broadcasting & Tv Service, Winnipeg, Man., to Winnipeg office of S. W. Caldwell Ltd.

Cameron Church, sports director, CKSO-AM-TV Sudbury, Ont., to sales staff of CKFH Toronto, Ont.

Elizabeth D. Long, director of women's programs for the Canadian Broadcasting Corp., Toronto, Ont., since 1938, resigned. She will live in Winnipeg, Man.

Sluggish Car Market?

NASH DIV. of American Motors placed $75 (five announcements and six flashes) worth of advertising on CHUB Nanaimo, B. C. After all the announcements had been aired, a renewal was ordered.

However, the local Nash dealer asked that the second campaign be postponed a few weeks because he was completely sold out of new cars from the first order.

'Omnibus' Features Offered To Educational Tv Stations

TWENTY-THREE *Omnibus* film features have been made available to educational television stations free of charge by the Tv-Radio Workshop of the Ford Foundation. The films, produced by the workshop, will be distributed by the Educational Radio & Television Center, Ann Arbor, Mich.

Arrangements with the workshop give stations the right to a single showing of each film during the year. The films are being organized by the center into 15 half hour programs and will be ready for distribution this summer. Among the films will be the five part series on the youth of Abraham Lincoln, the Edinburgh Festival award-winning "Toby and the Tall Corn" and the "American Boyhoods" series.

All these features have appeared on *Omnibus* (CBS-TV, Sundays, 4:30-6 p.m.), sponsored by Scott Paper Co. and Aluminium Ltd., both through J. Walter Thompson and J. P. Stevens Co. through Bryan Houston, New York.

Johns Hopkins U. Announces WAAM Television Fellowship

PEOPLE professionally engaged in television activities are eligible to apply for the fifth annual WAAM Television Fellowship, which provides $4,500 to $6,000 for nine-month study at Johns Hopkins U., Baltimore, the school has announced.

Applications, which must be filed by May 15, may be secured by writing to Lynn Poole, chairman of the WAAM Television Fellowship Committee, Johns Hopkins.

No advanced degree will be awarded to the fellow, no credits given, and there will be no obligations on the fellow except that "he be diligent in carrying out his individual pursuit of knowledge in a specific field," and that he prepare a paper, upon completion of his studies, summarizing his activities and appraising the fellowship in terms of its value to his professional career.

The grant was established in 1952 by the board of directors of WAAM (TV) Baltimore for mature tv personnel to pursue special studies which will add to their effectiveness when they return to their regular work.

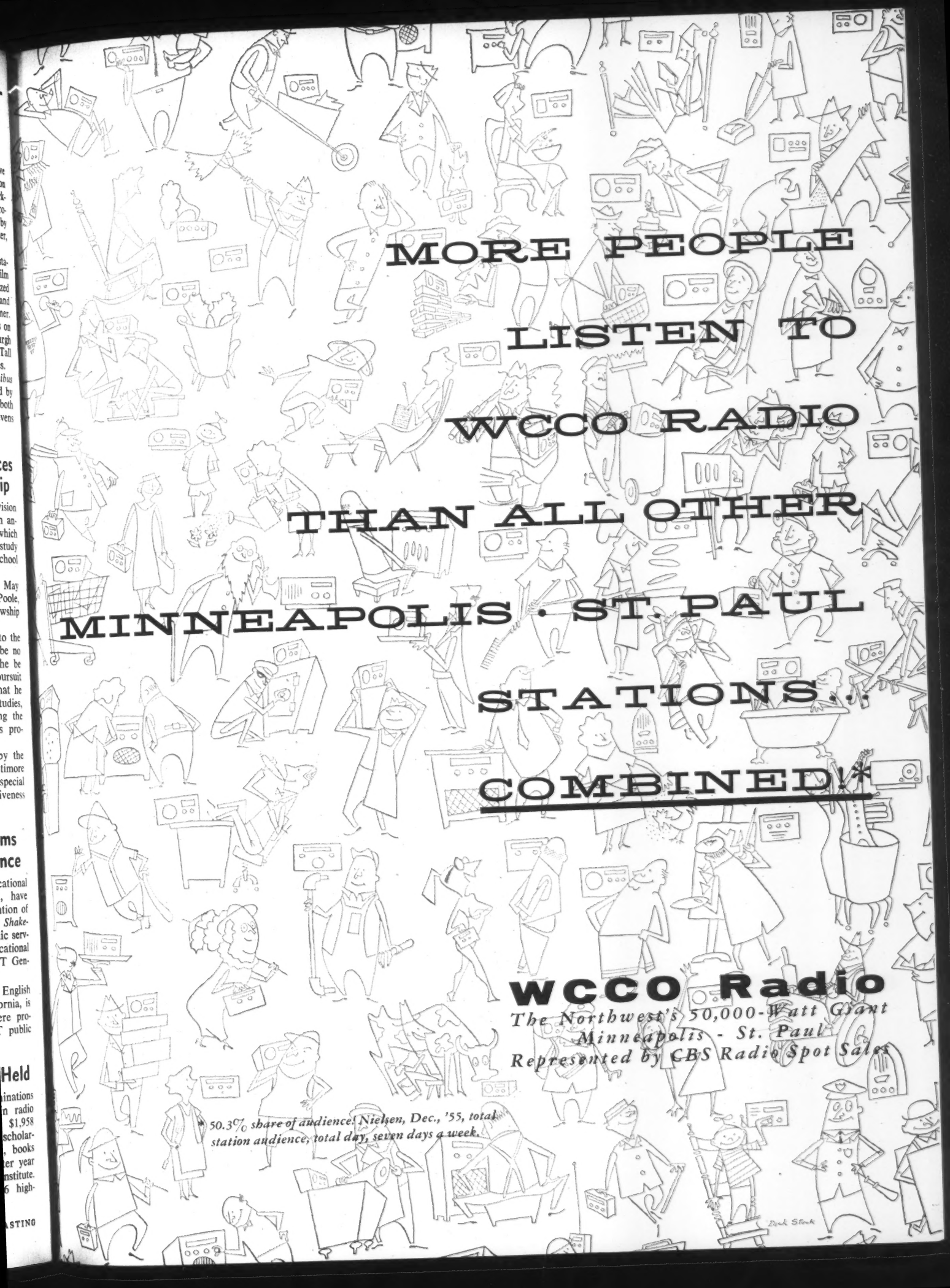
Educational Tvs to Get Films On Shakespeare, Renaissance

KNXT (TV) Los Angeles and the Educational Radio-Tv Center, Ann Arbor, Mich., have completed arrangements for the distribution of the television station's three series of *Shakespeare on Tv* and the current ch. 2 public service program, *Renaissance on Tv*, to educational tv stations, it was announced by KNXT General Manager James T. Aubrey.

Dr. Frank C. Baxter, professor of English Literature at the U. of Southern California, is conductor of the programs, which were produced by William R. Whitley, KNXT public affairs director.

RCA Scholarship Exams Held

RCA Institute held competitive examinations last weekend for three scholarships in radio and television technology—valued at $1,958 each—in New York. Winners of the scholarships will be eligible for free tuition, books and supplies in the two and one-quarter year advanced technology course at the Institute. The examinations were open to 1956 high-school graduates.


MORE PEOPLE
LISTEN TO
WCCO RADIO
THAN ALL OTHER
MINNEAPOLIS · ST. PAUL
STATIONS..
COMBINED!*
WCCO Radio
The Northwest's 50,000-Watt Giant
Minneapolis - St. Paul
Represented by CBS Radio Spot Sales
* 50.3% share of audience! Nielsen, Dec., '55, total station audience, total day, seven days a week.

(continues from page 44)

J. Smith, KFAC Los Angeles, District 16; John F. Patt, WJR Detroit, large stations (re-elected); J. Frank Jarman, WDNC Durham, N. C., medium stations (re-elected); Lester L. Gould, KFMA Davenport, Iowa, small stations, and H Quenton Cox, KQFM (FM) Portland, Ore., fm.

Tv Board members whose terms expire with the convention are Joseph E. Baudino, Westinghouse Broadcasting Co.; Harold Hough, WBAP-TV Fort Worth; Clair R. McCollough, Steinman Stations, board chairman; Paul Raibourn, KTLA (TV) Los Angeles; W. D. Rogers Jr., KDUB-TV Lubbock, Texas; George B. Storer, Storer Broadcasting Co., and Robert D. Swezey, WDSU-TV New Orleans. Messrs. Hough, McCollough, Raibourn, Storer and Swezey are ineligible for re-election because of the two-year-term rule.

The Who and Where Of NARTB's Staff

FULL BATTALION of NARTB staffers will be hand at Chicago's Conrad Hilton Hotel to man various convention headquarters offices, departments and desks.

Convention headquarters office will be in Private Dining Room 1 (on the third floor) with following personnel: C. E. Arney Jr., general manager; Everett Revercomb, secretary-treasurer; Ella Nelson, administrative assistant, and A. Prose Walker, manager of engineering conference office. Convention exhibit office will be in Exhibition Hall, with George Gayou as exhibit manager.

Overall NARTB staff headquarters will be concentrated in Private Dining Rooms 2, 4 and 5 adjoining convention headquarters on the third floor, with Robert K. Richards, convention consultant in Room 5, and the news department in Room 3 comprising Joseph Sitrick, director of press and public information, and staffers Sally Kean and Pat Kielty.

Radio-tv press newsroom will be in the Astoria Room, also on the third floor.

NARTB station relations department will be at the lower lobby level with Jack Barton, manager; field representatives William Carlisle, Alvin King and Barney Ogle, and secretary Jean Levy. Registration desk, with William Walker, assistant treasurer, also will be situated in lower lobby while banquet exchange desk will be in the Exhibition Hall lobby.

NARTB staff will publish a daily convention news letter *(Daily Transmitter)* Monday through Thursday mornings, carrying cumulative registration, program changes and convention news.

THE TV ASPECTS OF THE CONVENTION

CAMPBELL ARNOUX
WTAR-TV, Norfolk, Virginia,
Co-chairman, Convention Committee

ONE of the several important functions of the NARTB annual convention is to provide an opportunity for the examination of problems and issues common to most of us in the industry via open forums and informal presentations, where all who have an interest can express their views. Through this open exchange of viewpoints at question-and-answer sessions featurings the foremost experts in the field, broadcast management is given the best possible opportunity to gain practical solutions to the problems at hand.

MR. ARNOUX

In television, we have scheduled a number of panel discussions on such up-to-the-minute issues as color television, political telecasting, and television film. Matters of interest to telecasters are scheduled every day of the convention, beginning with the special Color Television Day of the Engineering Conference on Monday, through the Television Management session on Wednesday and the regular Television Engineering Conference on Thursday. We think that television stations managers and their staffs will want to attend every one of these sessions, including the important television business session and the Television Board elections scheduled at 2:30 p.m. Monday.

The NARTB Convention Committee believes that every one of the presentations on the convention agenda can be valuable to you, and we urge you not only to attend, but also to participate actively during the question-and-answer periods. Every minute of the convention has been designed to benefit you and your station operation, and we hope you will take advantage of the opportunities afforded you during your stay in Chicago.

Screen Gems at NARTB

SCREEN GEMS Inc., New York, will have an NARTB convention hospitality suite in Rooms 519A-520A in the Conrad Hilton exhibit section. Representatives attending are Ralph Cohn, John H. Mitchell, Robert Salk, Henry S. White, Frank Browne, Ben Colman and Frank Young. Current first-run productions are *Ford Theatre, Adventures of Rin Tin Tin, Father Knows Best, Damon Runyon Theatre, Tales of the Texas Rangers, Circus Boy* (to premier in the autumn), *Patti Page Show, Falstaff Celebrity Playhouse* and *Captain Midnight*. All are sponsored except *Circus Boy*, not yet on the air. Nine major productions are in preparation for fall premieres and seven series are offered for local and regional sponsorship.

CBS Film Sales Suite

CBS TELEVISION Film Sales will maintain a hospitality suite in Rooms 2300-01-02A at the Conrad Hilton Hotel during the NARTB Chicago convention. Representatives at the convention include Leslie Harris, Fred J. Mahlstedt, Wilbur S. Edwards and Walter A. Scanlan. Film programs available include *San Francisco Beat, The Gene Autry Show, Annie Oakley, Files of Jeffrey Jones, Cases of Eddie Drake, Amos 'n' Andy, Holiday in Paris, The Range Rider, Buffalo Bill Jr., Newsfilm, Life With Father, The Whistler, Fabian of Scotland Yard, Long John Silver, Under the Sun* and *Champion.*

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

TOP 50!

ROANOKE . . .

one of the 50 FASTEST GROWING MARKETS . . . of over 100,000 . . . in the United States! *

AND . . .

again this year . . . the 32nd consecutive year . . . YOU choose any measurement you like; you'll find WDBJ to be THE MOST RESULTFUL Radio Station in ROANOKE and WESTERN VIRGINIA!

Ask Peters, Griffin, Woodward, Inc.!

*** See page 26, TIDE Magazine, March 24, 1956 issue.**

WDBJ CBS *radio*

AM 960 KC
FM 94.9 MC

Owned and Operated by TIMES-WORLD CORPORATION
PETERS, GRIFFIN, WOODWARD, INC., National Representatives

A NEW
MOTION PICTURE

"The Right to Compete"

A 16mm film in Technicolor
Narrated by
Westbrook Van Voorhis
Running time: 14 minutes

Produced for
ASSOCIATION OF
AMERICAN RAILROADS
Transportation Building
Washington, D. C.

THIS NEW FILM . . .

. . . Discusses recommendations which are at the heart of the report of the Presidential Advisory Committee on Transport Policy and Organization;

. . . Traces the course of competition as one of the creative forces that has made this country sound, strong and prosperous;

. . . Speaks out in favor of allowing the regulated forms of transportation more freedom to price their services in competition with one another.

. . . Is designed to help bring about a better understanding of today's transportation situation.

THE RIGHT
TO COMPETE
is available, on a free loan basis, for showing before adult audiences. Bookings for any given date can be made through the following sources:

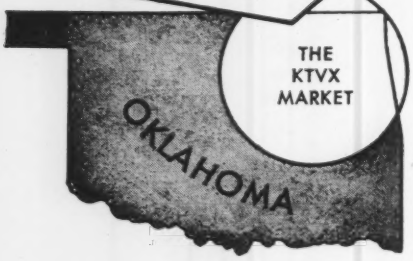
THE PUBLIC RELATIONS
DEPARTMENT
of most
railroads.

ASSOCIATION FILMS
Ridgefield, N. J., Broad and Elm Sts.
LaGrange, Ill., 561 Hillgrove Ave.
Dallas, Texas, 1108 Jackson St.
San Francisco, Calif., 351 Turk St.

STERLING-MOVIES U.S.A.
New York, N. Y.
205 East 43d St.

Looking for Oklahoma's BIGGEST MARKET?

HERE 'TIS!



Sell to this ONE BILLION DOLLAR Market on

KTVX

Studios in BOTH Tulsa and Muskogee
UNEQUALLED FACILITIES
316,000 WATTS

KTVX — The ONLY Television Station in Oklahoma with Studios in TWO MAJOR Markets.

Ask Your AVERY-KNODEL REPRESENTATIVE

Channel 8 KTVX

L. A. (Bud) Blust
V. P. and Gen. Mgr.

•

BEN HOLMES, Natl. Sales Mgr.
TULSA BROADCASTING COMPANY
Box 9697, Tulsa, Oklahoma

WHERE TO FIND EXHIBITS, SUITES

Company	Suite or Space
Conrad Hilton Hotel unless otherwise indicated	
ABC Film Syndication	1205A-1206A
Adler Electronics	Space 19; 1333A-1334A
Advertising Age	536
Advertising Council	Normandie Lounge
M&A Alexander	535A-6A-7A
Alford Mfg. Co.	Space 9
Allied Radio Corp.	610A-611A
American Broadcasting Co.	1804A-06A-08A
American Research Bureau	610-611
ASCAP	1239-40
AT&T	Space 26; 1105-1106
Ampex Corp.	529
Andrew Corp.	Space 21-B
Associated Artists Productions	509A; 613A-14A-15A; 654A-55A
Associated Press	Sheraton Blackstone
Avery-Knodel	Sheraton Blackstone
Berlant-Concertone	516
Billboard	509
Blackburn-Hamilton Co.	1200A-01A-02A
John Blair & Co.	2305A
Blair-Tv	2305A
Blaw-Knox Co.	546-547
Bolling Co.	1100-01-02A
Bonded TV Film Service	705-706
Branham Co.	700-701
Broadcast Music Inc.	639A-640A
BROADCASTING • TELECASTING	706A
Caterpillar Tractor Co.	Space 17; 1105A-1106A
Henry I. Christal Co.	2105-2106
CBS Radio Network	1900-01-02A
CBS Television Film Sales	2300-01-02A
CBS Television Network	2306
Century Lighting	Space 18
Collins Radio Co.	Space 28
Community Club Services	656
Conrac	561
Continental Electronics Mfg. Co.	632
Dage Television Division	Space 5; 609A
Daytime Broadcasters Assn.	1239A-40A
Dresser-Ideco Co.	604-05-07
Allen B. DuMont Labs.	Space 22; 1600-01-02A
Elgin Metalformer Corp.	Space 11
Foto-Video Labs	545
Gates Radio Co.	Space 4; 833A-834A
General Electric Co.	Space 23; 1400
General Precision Lab.	Space 24; 553
General Radio Co.	Space 1
Gill-Perna	1304-05-06
Harry S. Goodman Productions	556A-557A
Guild Films Co.	656A
Harrington, Righter & Parsons	Sheraton Blackstone
Harrison Labs	Space 30
Harwald Co.	Space 16A; 603
Headley-Reed Co.	1604-1605-1606
George P. Hollingbery Co.	2200-01-02A
Hollywood Television Service	2400A-01A-02A
Houston Fearless	1433A-1434A
H-R Representatives	Morrison
Hughey & Phillips	1139-40
Hygo Television Films	524A-526A
International News Service	805-806
The Katz Agency	2000-2001
Kay Lab	Space 20; 1022A-1023A
Keystone Broadcasting System	546A-548A
Kliegl Bros.	Space 21
Lambda-Pacific Engineering	Space 27
Langlois Filmusic	556-57-60
Lang-Worth Feature Programs	556-57-60; 1833A-34A
MCA-Tv	504A-505A-507A-904-05-06
Magnecord Inc.	639-40
Magne-Tronics	612
Joseph Hershey McGillvra	1218A-1219A
McKenna & Wilkinson	1322-23-24
Meeker Co.	1500-1501-1502A
Meredith Radio & Tv	1005
Metropolitan Life Insurance Co.	537
Multiplex Services Corp.	657
Muzak Corp.	Sheraton Blackstone
Mutual Broadcasting System	1604A-1606A
NARTB Group Life Insurance Plan	537
NBC Television Films	2104A-05A-06A
National Broadcasting Co.	2306A-10A-11A
National Musitime Corp.	556
National Telefilm Associates	504-05-07
Nems-Clarke	542-544A
A. C. Nielsen Co.	1000-1001
Official Films	520
Edward Petry & Co.	1700-1701
Phelps Dodge Copper Products Corp.	539A
Philco Corp.	1705-1706
Prodelin Inc.	609
Pulse Inc.	1735A-1736A
Radio Advertising Bureau	1118A-19A-20A
Radio Corp. of America	Space 15; 602A-04A-05A-07A
RCA Recorded Program Services	600-01-02
Radio-Electronics-Tv Mfrs. Assn.	Space 21A
Radio Television Daily	658A-659A
William G. Rambeau Co.	900-901-902A
Raytheon Mfg. Co.	Space 10; 1039A-1040A-521A
Rust Industrial Co.	533
Sarkes Tarzian Inc.	Space 3
Paul Schafer Custom Engineering	613-14-16
Walter Schwimmer Co.	638A
Screen Gems	519A-520A
Sesac	528A-530A
Sponsor	658-659
Stainless Inc.	1233A-1234A
Standard Electronics Corp.	Space 2; 653-655
Standard Radiotranscription Services	612A
Standard Rate & Data Service	805A-806A
Standard Television	1139-1140A
Sterling Television Co.	560A-561A
Tarc Electronics Inc.	553A
Telechrome Sales Inc.	Space 12
Telemat	539
Tele-Pictures Inc.	657A
TelePrompTer Corp.	Space 25; 512-513
Television Age	1405-1406
Television Bureau of Advertising	Sheraton Blackstone
Television Film Magazine	637

GEORGE STERLING INVITES ALL

Old friends and new at the NARTB Convention to come by Northwest Radio & TV School's suite for a moment's relaxation with him and John Birrel. If you have any personnel needs you can bring these along, too, but you're welcome without them.

GEORGE AND JOHN WON'T BE SELLING A THING

the popularity charts tell only part of the story

The public's choice in popular music is reliably charted each week in such trade barometers as *The Hit Parade*, The Billboard *Honor Roll of Hits*, The Cash Box *Top Ten* and Variety's *Scoreboard*. All compile their lists independently from national surveys of songs most played on the air, best-selling sheet music, best-selling records, and most in demand in the coin machines.

Twenty-three BMI-licensed compositions have made these hit charts during the last six months (October, 1955 through March, 1956).

The songs so distinguished are a credit to their writers, composers and publishers. BMI salutes their joint achievements. And while we take pride in this accomplishment, the popularity charts tell only part of the story. Appreciation must go also to that vast body of music provided by the writers and publishers during the past 16 years, including those songs which never reached the charts... the widely varied supply of music which makes up the complete BMI repertoire.

Broadcasters Attending the NARTB Convention Are Cordially invited to the BMI 3rd Floor Exhibit

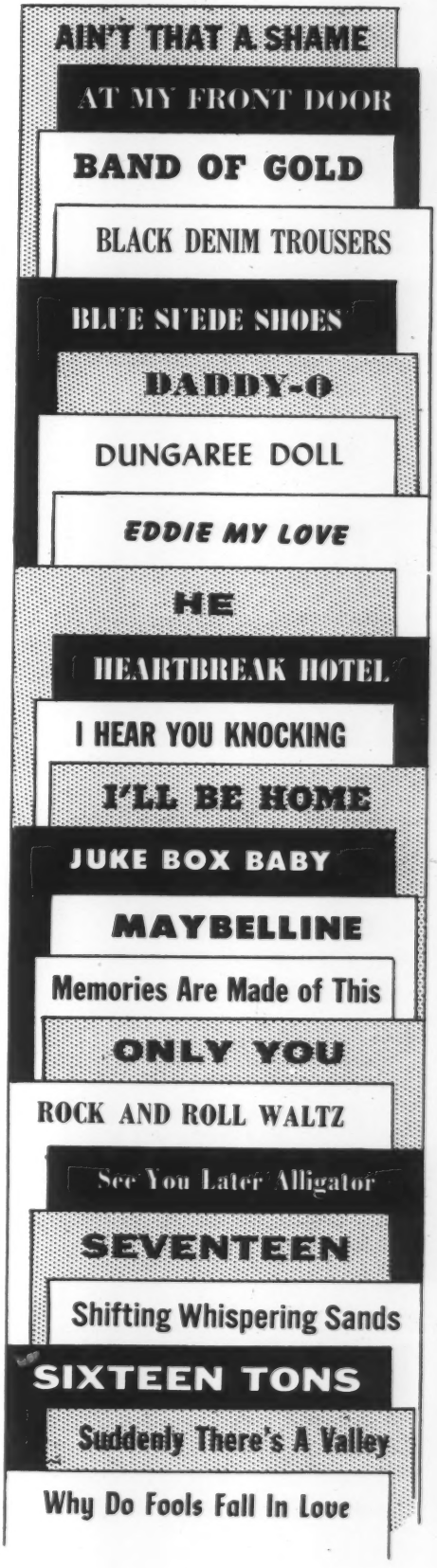
A Collection of Original Autograph Music Manuscripts Brought to Chicago Directly from The Library of Congress in Washington

★ ★ ★

The Library of Congress, through its Music Division, has accepted this Collection from BMI as a contribution to its permanent music archives.

★ ★ ★

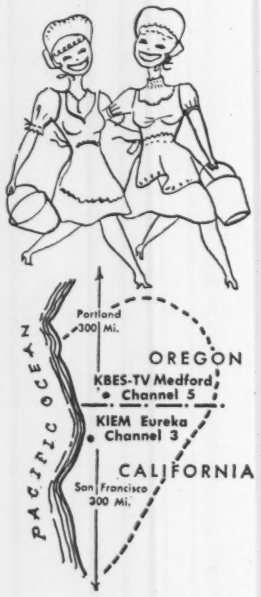
BMI Headquarters (Suite 639A-640A)



BROADCAST MUSIC, INC. • 589 FIFTH AVENUE, NEW YORK 17, N. Y.

THE CALIF.-ORE. TV TWINS

. . . bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on channels 3 & 5.



the *Smullin* TV Stations

KIEM CHANNEL 3 Eureka, Calif.

KBES CHANNEL 5 Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

two markets one billing

MARKET FACTS

POPULATION	324,745
FAMILIES	106,908
TV FAMILIES	65,023
RETAIL SALES	$420,528,000
CONSUMER SPENDABLE INCOME	$467,743,000

CBS

for CALIF.-ORE. TV TWINS call DON TELFORD Mgr. (TWX Eureka 16) Phone: Hillside 3-3123

or ask HOAG-BLAIR national representatives

NEW YORK • CHICAGO • DETROIT • JACKSONVILLE • ST. LOUIS • SAN FRANCISCO • LOS ANGELES • DALLAS • BOSTON • SEATTLE

OPPORTUNITY TO REVIEW RADIO'S ACCOMPLISHMENTS

E. K. Hartenbower
KCMO-AM-TV Kansas City
Vice Chairman, Convention Committee

AS RADIO broadcasters gather in Chicago for the NARTB convention they can look back on a truly profitable year for their industry.

MR. HARTENBOWER

New program concepts enhanced the medium's entertainment value and extended its scope to include all tastes and preferences. Tempering of time-worn formulae with revitalized or entirely new and outstandingly different ideas have resulted in a sparklingly fresh programming balance which has measurably increased radio's audience.

A greater sponsor-awareness of radio's advertising abilities has appreciably boosted commercial schedules. It is unnecessary to state that broadcasters throughout the country have reported an excellent business year. Hundreds of advertisers have "returned to radio."

Technological advances in both am and fm broadcasting and equipment development, especially radio receivers, have polished the industry to a very high gloss. Transistors have made possible the production of sets of unbelievable receptivity and extremely small size, pushing out to every corner of the nation radio's audience potential. The development of multiplexing holds additional promise for fm broadcasters. Remote control operation has meant a new flexibility for many stations, and its possible extension to all outlets, regardless of size or type, is looked forward to with great expectations.

The radio broadcasting industry scored brilliantly in the field of public service during the past year, earning the lasting gratitude of millions in the Midwest, where tornadoes laid waste entire towns, and in the flood-stricken areas of the Northeast and northern California.

Yes, the 1956 convention is an opportunity for everyone connected with radio to review with satisfaction a fruitful 12 months. But the convention is also a time and a place to look ahead. Broadcasters will study and anticipate the inevitable problems which challenge and test any industry. They will explore every facet of their business from sales to engineering, from audience promotion to audience measurement, from public service to every other function of management, seeking out ways of self-improvement, developing new ideas, new methods. They will chart the future course that this vitally alive means of mass communication may take, and set plans for the really big projects that always mark radio as an active, growing enterprise deserving of its place among America's leading industries.

Company	Suite or Space
Television Magazine	1533A-1534A
Television Programs of America	515A-517A
Tower Construction Co.	630A-631A
UM&M Tv Corp.	532A-33A-34A
United Press Movietone	534; 1039-1040
United States Air Force	521
U. S. Army Recruiting Service	522
United States Treasury Dept.	523
Utility Tower Co.	Space 29
Variety	818-19-20
Venard, Rintoul & McConnell	2100-01-02A
Visual Electronics Corp.	718A-19A-20A
Vitapix Corp.	2235A-2236A
Welch, Mott & Morgan	1522-23-24
Westinghouse Broadcasting Co.	1504A-05A-06A
World Broadcasting System	512A-513A
Ziv Television Programs	500-01-02-904A-05A-06A

Representatives Announce NARTB Hospitality Suites

HOSPITALITY suites will be maintained by a number of radio-tv station representatives during NARTB convention week, the vast majority of them headquartering in the Conrad Hilton Hotel. Rundown (corrected from B•T April 9 issue) follows:

Conrad Hilton Hotel—Blair-Tv, John V. Blair & Co., Hoag-Blair, 2305A; The Bolling Co., 1100-01-02A; The Branham Co., 700-01; Henry I. Christal Co., 2105-06; Gill-Perna, 1304-05-06; Headley-Reed Co., 1605-06; George P. Hollingbery Co., 2200-01-02A; The Katz Agency Inc., 2000-01; Joseph Hershey McGillvra, 1218-19A; The Meeker Co., Meeker-Tv, 1500-01-02A; Edward Petry & Co., 1700-01; Radio-Tv Representatives, 1562A; William G. Rambeau Co., 900-01-02A, and Venard, Fintoul & McConnell, 2100-01-02A.

Sheraton-Blackstone Hotel—Avery-Knodel Inc., 1108-09; Harrington, Righter & Parsons (suite unassigned), and Peters, Griffin & Woodward (suite unassigned).

Morrison Hotel—H-R Reps, H-R Television (suite unassigned).

Congress Hotel—John E. Pearson Co. (suite unassigned); Paul H. Raymer Co. (suite unassigned); Forjoe & Co., Forjoe-Tv (suite unassigned), and Weed & Co., Weed-Tv (suite unassigned). Weed organizations also will hold open house for invited station clients and agency representatives at its new Mid-America Prudential Bldg. quarters, Sunday-Tuesday, 2-5 p.m.

Plans of Adam Young, Adam Young Television, Burn-Smith, Everett-McKinney and Walker Co. for suites were indefinite at press-time.

RELAX!

For a few moments during the NARTB Convention. Drop by Northwest Radio & TV School's suite for a little friendly conversation and relaxation with George Sterling and John Birrel. If you have any personnel needs you can bring these along, too, but you're welcome without them.

GEORGE AND JOHN WON'T BE SELLING A THING

In the city of Providence, there's a powerful TV station. It's a *friendly* station and everyone loves it. Viewers love it because it brings them the *programs* they want. Sponsors love it because it brings them the *results* they want.

Get the whole impressive story from WEED Television or directly from WJAR-TV, Providence, R. I.

WJAR-TV
CHANNEL
10
PROVIDENCE
RHODE ISLAND

NBC Basic — ABC Supplementary

ESPECIALLY *when they're listening to your commercials*

and in the Portland, Oregon Market

KOIN-Radio

delivers

1/3 MORE audience

than any other station

★ All 10 top daytime shows
★ All 10 top evening shows

*Nov.-Dec. 1955 Pulse Inc., Portland Metropolitan Area

LEADERSHIP—Morning, Afternoon, Night

TOP RATINGS - TOP VALUE

KOIN Radio

Portland, Oregon

Represented Nationally by CBS Radio Spot Sales

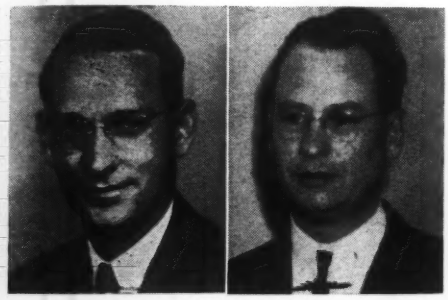
Eight New Directors Debut at Convention

EDWARD F. BAUGHN
WPAG-AM-TV Ann Arbor, Mich.
District 8 Director

NEW to NARTB's board this spring is Edward F. Baughn, executive vice president and general manager of WPAG-AM-TV. As District 8 director he succeeds Robert B. McConnell Jr. of WISH Indianapolis.

Mr. Baughn, a native of Canada, was born in Stevensville, Ont., and his family moved to Michigan when he was 11. After completing his schooling, he entered radio in 1936. He is 50% owner of WPAG-AM-TV.

Industry activities include membership on the board of Michigan Assn. of Radio & Television Broadcasters, 1949-51, and president of the association, 1951. He currently is vice president of Michigan Associated Press Broadcasters Assn.



MR. BAUGHN MR. GROVE

WILLIAM C. GROVE
KFBC-AM-TV Cheyenne, Wyo.
Director-at-Large, Small Stations

WHEN the new board meets in June, it will be an old story for "Bill" Grove—he's been there before (1950-54)—and those who follow board doings vividly recall his vigorous efforts on behalf of the small station.

Another broadcast executive who entered radio via the technical side, he built one of Denver's first stations in the mid-20s. He earned a degree in electrical engineering at Denver U. while serving as chief engineer of KLZ Denver. In 1936 he moved to San Francisco as assistant manager of KSAN and later became manager. He went to Cheyenne in 1940 as general manager of the new KFBC.

His major contribution to the industry, perhaps, is his successful effort to make remote-control equipment available for station use. This long-range campaign started a decade ago and currently is focused on extension of the privilege to high-power and directional outlets. Station posts include minority ownership of KFBC-AM-TV and varying degrees of ownership in KRAL, Rawlins Wyo.; KVRS Rock Springs, Wyo.; KSID Sidney, Neb., and KSTF Scottsbluff, Neb. He is leading a campaign to protect station property rights in programs against unrestricted use by community antenna operators.

ROBERT B. HANNA JR.
WGY-WGFM (FM)-WGRB (TV)
Schenectady, N. Y.
District 2 Director

TEMPORARILY, Robert B. Hanna Jr., manager of General Electric's Broadcasting Stations

ESPECIALLY *when they're watching your commercials*

and in the Portland, Oregon Market

KOIN-TV

delivers over

TWICE

the audience of any other station

ABSOLUTE RATING LEADERSHIP IN EVERY AUDIENCE SURVEY—

- 52.8% Share of Audience
- 14 out of Top 15 Weekly Shows.
- 9 of Top 10 Monday-thru-Friday Shows.

KOIN-TV

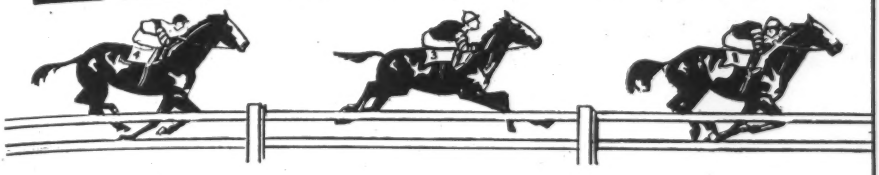
CHANNEL 6

Portland, Oregon

CBS

Represented Nationally by CBS Television Spot Sales

LEADERSHIP



In this wonderful world of electronics, our broadcasting portion has a delightful flare for showmanship. --- Words like the best, --- very finest, even stupendous, are often heard. We wouldn't have it otherwise.

Leadership, no matter what adjectives precede the word, is only phrased in performance. Such as --- about the time the first Gates 250 watt broadcast transmitter made its appearance in the thirties, and priced less than $3000, a popular competitive model sold for around $8000, --- or the first five kilowatter to break the twenty thousand dollar barrier, --- or the first 1KW under $4500, --- or the first packaged installation, --- and first, time after time, in completely new and really better designs.

Pardon the use of stupendous, but what better word could be applied to the fact that nearly 1000 radio stations were completely equipped by Gates since World War II. --- That's a sizeable majority of all post war U.S. stations. --- And these stations know they bought the finest because they live with the leadership that is more than a claim.

New Gates Transmote 100% Transistor Remote Amplifier

GATES

GATES RADIO COMPANY, Quincy, Ill., U. S. A.

Manufacturing Engineers Since 1922

MEMO: TO TIMEBUYERS, ACCOUNT EXECS WHO LIKE TO LEAD THE FOLLOWERS!

With the coming of major industries like GE's $5,000,000 plant now in operation, Roanoke is on the Go! And the one and only station that caters to this change in pace and taste . . . in the home, at work, in the car . . . day and night . . . is WROV!

HOW? With a compelling programming schedule of proven Music, Top Area Personalities, In-Person Local News and All Season Sports!

Exclusive '56 broadcasts of World Series Dodgers, first time in Roanoke!

Exclusive broadcasts of High School basketball and football from three local schools!

Exclusive Live coverage of local news, featuring voices of people in the news!

Exclusive producers of largest local contest ever run, Jr. Chamber of Commerce Dream Home. Dream Home Contest, presented with Jr. Chamber of Commerce!

Leading Local Personalities, Jerry Joynes, Jackson, Sid Tear!

More local advertisers hire WROV personalities, and programs to move merchandise than any other local station! They know it's the programs, not the power, people listen to and believe! In Roanoke, lead the followers with a localized selling campaign on Roanoke's only fulltime Music, News and Sports Station!

Represented by
BURN-SMITH CO., INC.

ad MAN'S BEST FRIEND 1240 ON YOUR DIAL
WROV
Burt Levine, Pres.
ROANOKE, VIRGINIA

Dept., is doubling in the printing business. This is in addition to his regular job. The printing assignment is as president of Maqua Co., wholly-owned GE subsidiary employing 800. By June 1, he hopes to doff this temporary hat. Then he will have only seven hats to wear as he spends full time running the three broadcast stations plus four international shortwave stations.

Mr. Hanna is a graduate of Butler U., with a BS in business administration. Like another newly-elected director, Merrill Lindsay of WSOY Decatur, Ill., he is a member of Delta Tau Delta college fraternity. His 26-year career at GE has included advertising and publicity. In the 1939-40 World's Fair he was in charge of GE's "House of Magic" exhibit and in 1948 headed the company's exhibit, lectures and services unit. He served in the Signal Corps in World War II and was discharged with rank of captain.

He moved into the broadcast end of GE's business some years ago while arranging an amateur talent series. One of his principal traits is punctuality. Mrs. Hanna is the former Elizabeth Anderson, of Toledo. They have three children. His civic activities include Chamber of Commerce, YMCA, Community Chest, Lions Club, civil defense and other service agencies.

MR. HANNA

MR. LINDSAY

F. MERRILL LINDSAY
WSOY-AM-FM Decatur, Ill.
Fm Director-at-Large

BACK on the NARTB board, where he served previously as small stations director-at-large, Merrill Lindsay, WSOY Decatur, Ill., general manager, now is at-large representative for fm stations. He developed quite a reputation in his previous service on behalf of the small-station cause, and fm members can look for an able defense of their rights.

A native of Decatur, he has spent most of his life there aside from educational and military careers. He was graduated from Kenyon College, Ohio, in 1933 and was a member of Delta Tau Delta and was on the golf team and basketball captain. In 1935 he got his M.B.A. at Harvard business school. After working for Decatur newspapers, he moved to WJBL in 1937 when the newspapers bought the property. He has a technical background that includes ham radio and radar-communications work in the Navy (lt. comdr.).

As a six-handicap golfer, he is planning to cut two strokes from his average and was loosening up recently in Alabama prior to the B•T convention golf tournament. He married the former Margery Crawford, of Decatur, in 1940. They have two daughters. His civic activities cover a wide range. He also is a member of the National Press Club and Rotary.

ROBERT L. PRATT
KGGF Coffeyville, Kan.
District 12 Director

LIKE a good many broadcast executives, Robert L. Pratt, secretary-manager of KGGF, got his start as an announcer. A native of Lawrence, Tenn. (born Sept. 18, 1921), he was educated at Coffeyville College and Texas A&M. After college he signed with KOAM Pittsburg, Kan., as announcer. Moving to KWOS Jefferson City, Mo., he soon received a call back to Kansas, this time at KGGF. After two years of announcing, he enlisted in the Marines and was discharged in November 1945.

Back at KGGF, he became program director and a year later moved into regional sales. In June 1948 he became manager of the station. His industry service includes two terms on the Kansas Assn. of Radio Broadcasters board and presidency of Kansas Associated Press Broadcasters.

In Coffeyville Mr. Pratt is active in civic work. His activity includes two terms on the Junior Chamber of Commerce board as well as being past president. He is a past president and campaign manager of the Community Chest. Currently he is a member of the board of Kansas Children's Service League and Coffeyville Red Cross.

MR. REYNOLDS

MR. PRATT

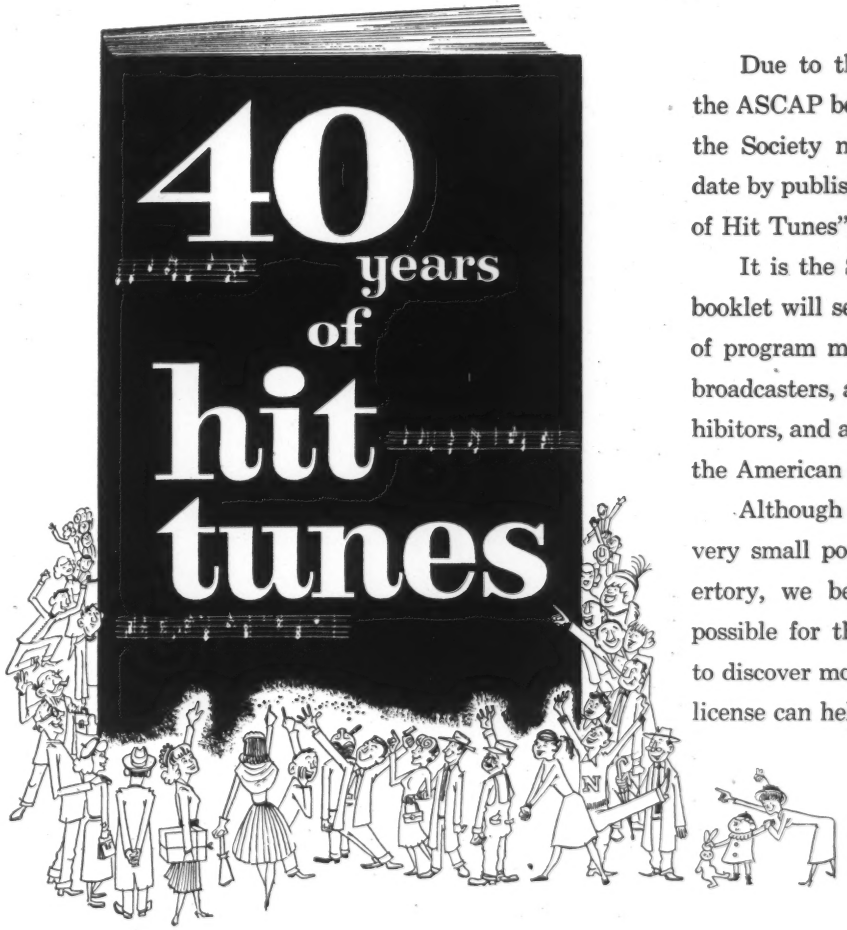
ROBERT O. REYNOLDS
KMPC Los Angeles
District 16 Director

FOR 17 years Robert O. Reynolds has been a one-station broadcaster—KMPC. Since he dropped his pro football career (Detroit Lions) he has risen from salesman through the sales manager's post and then to vice-president, general manager and one of the principal owners. With Gene Autry and several KMPC staffmen,

"It's all right, usher—KRIZ Phoenix says we shouldn't miss this show!"

The American public chooses

ASCAP MUSIC



Due to the excellent reception accorded the ASCAP booklet, "35 Years of Hit Tunes", the Society now is bringing this list up to date by publishing a new pamphlet, "40 Years of Hit Tunes".

It is the Society's sincere hope that this booklet will serve as a ready reference source of program material for television and radio broadcasters, advertising agencies, theatre exhibitors, and all those engaged in entertaining the American public.

Although this listing contains only a very small portion of the Society's vast repertory, we believe that it should make it possible for those in the entertainment field to discover more ways in which their ASCAP license can help them to make greater profits.

The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, N.Y.

he bought KMPC in 1952 from the G. A. Richards estate.

At Stanford U. he was a two-time all-American football player and played three full games without substitution in the Rose Bowl. Last year he was named to Stanford's Sports Roll of Honor. He is a past president (two terms) of Southern California Broadcasters Assn. and was a director of Hollywood and Los Angeles Ad Clubs. He is president of Hollywood Boys Club and active in numerous civic groups.

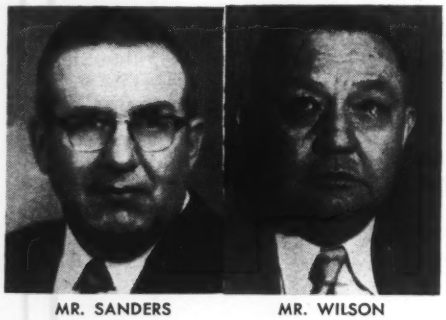
Aside from office and family, his main interest is work with boys and he holds a number of citations for this work. Mrs. Reynolds is the former Enna Lee McDaniel, of Scarsdale, N. Y. Children are Christopher 14, Daniel 12 and Kirkwood 4. He plays a bit of golf and serves on the NARTB Sports Committee.

BEN B. SANDERS
KICD Spencer, Iowa
District 10 Director

BEN SANDERS is a Brooklyn native, but not much of one, having left there rather soon after his birth in 1912 for the West. Currently he is general manager of KICD. Schooling included Santa Barbara High School (Calif.) and Wharton School of Commerce at U. of Pennsylvania.

During the Chicago World's Fair two decades ago he handled the p. a. system, gravitating easily into radio at KDB Santa Barbara. At KQW San Jose, Calif., he served as salesman and in 1938-39 was program director-salesman at WTAD Quincy, Ill. Next came WNOX Knoxville, Tenn., and in 1945 he decided to go out on his own, assuming control of KICD.

Mr. Sanders is a past president of Iowa Broadcasters Assn. and Iowa Tall Corn Network. The Sanders have three children—Charles 13, William 12 and Louise 10. They live on Lake Okoboji in Northwest Iowa ("come out and go fishing sometime"). His hobby is model railroading, which is worked into an exhibit promoting the station.



MR. SANDERS MR. WILSON

DAVID WILSON
KPLC Lake Charles, La.
District 6 Director

THE three-decade mark is nearing in the broadcast career of David Wilson, general manager of KPLC. This career began in August 1927, about the time network radio was starting to make an impression on the American public. The start took place in Shreveport at KWKH when famed W. K. Henderson was owner and operator of the station.

After a while Mr. Wilson left the Shreveport station to take the top management post at WAML Laurel, Miss. There he had the chance to put into play many of the ideas he had been developing about the then youngish industry.

In 1934 he became affiliated with the Lanford organization and returned to Shreveport as commercial manager of KRMD that city. He held the post until 1942 when he transferred southward to Lake Charles as manager of KPLC, the position he presently holds.

ONE
for the money

THE RED FOLEY SHOW

Here's one of radio's BEST transcribed program buys . . . a proven result getter packed with great family entertainment . . . at a price any sponsor can afford.

RED FOLEY'S "double exposure" in network television and personal appearance from coast to coast, has created a ready-made audience in your market . . . to give your sponsor MORE FOR HIS MONEY!

RADIO ZARK
ENTERPRISES, INC.
PHONE 2-4422 – SPRINGFIELD, MISSOURI
A phone call, wire or letter will bring complete information and
FREE AUDITION

TWO
for the show

THE TENNESSEE ERNIE FORD SHOW

Don't know what we can say about America's Number One "Pea Picker" that hasn't already been said by his millions of loyal fans all over the country . . . except this:

The ONLY way you can get the great Tennessee Ernie Ford on radio is on the transcribed TENNESSEE ERNIE SHOW . . . and ONLY from

RADIO ZARK
ENTERPRISES, INC.
PHONE 2-4422 – SPRINGFIELD, MISSOURI
A phone call, wire or letter will bring complete information and
FREE AUDITION

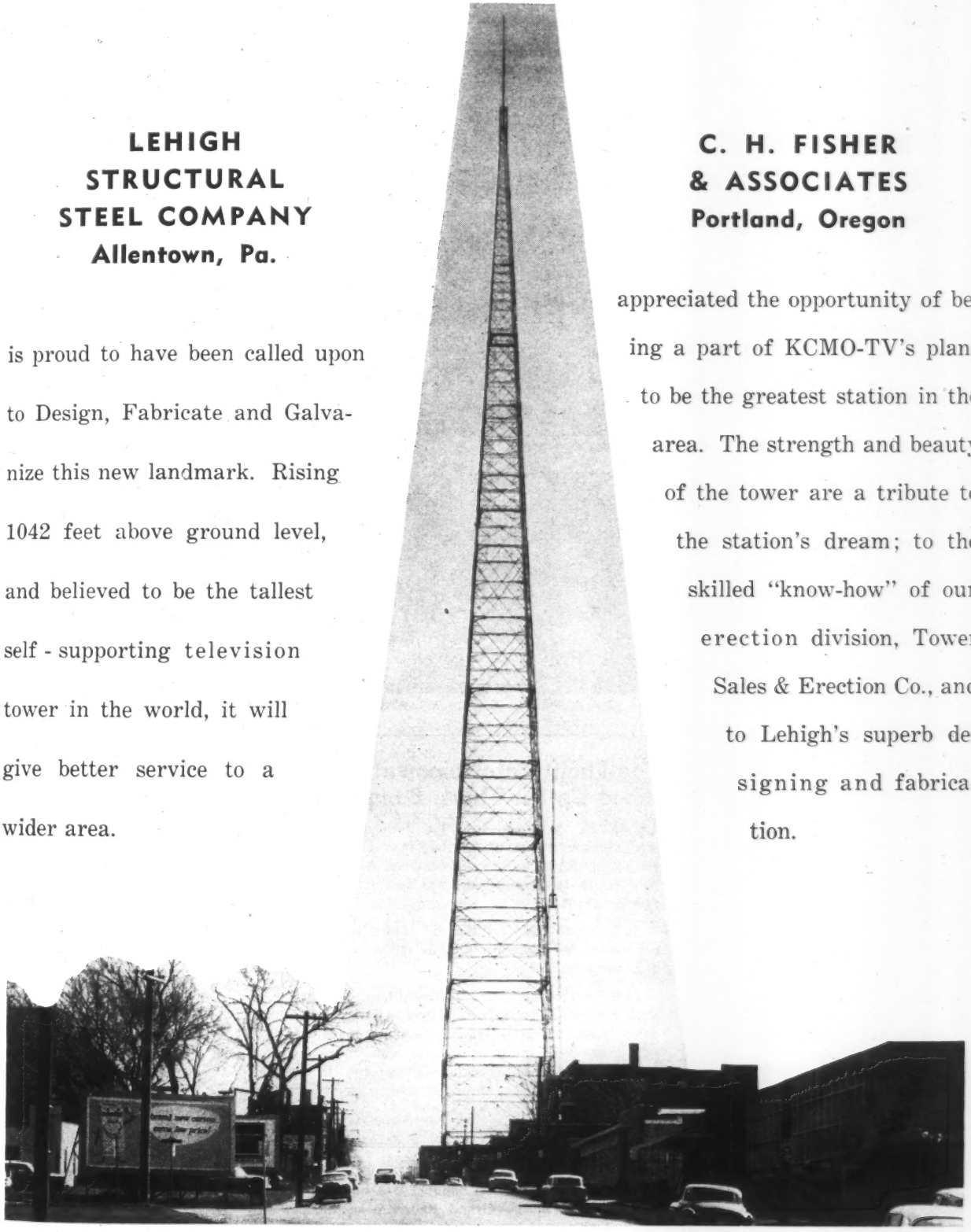
Congratulations KCMO KANSAS CITY, MO.

(Division of Meredith Engineering Company)

On Its Record-Breaking Television Tower

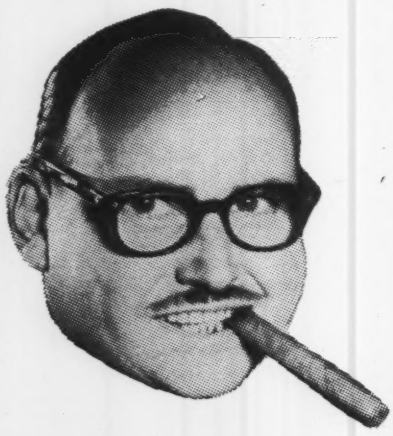
LEHIGH STRUCTURAL STEEL COMPANY
Allentown, Pa.

is proud to have been called upon to Design, Fabricate and Galvanize this new landmark. Rising 1042 feet above ground level, and believed to be the tallest self-supporting television tower in the world, it will give better service to a wider area.



C. H. FISHER & ASSOCIATES
Portland, Oregon

appreciated the opportunity of being a part of KCMO-TV's plans to be the greatest station in the area. The strength and beauty of the tower are a tribute to the station's dream; to the skilled "know-how" of our erection division, Tower Sales & Erection Co., and to Lehigh's superb designing and fabrication.



How that Floyd "carries on"!

. . . across 4 states lines

With Joe Floyd pushing up his new taller-than-anything 1,032 ft. KELO-TV tower in Sioux Falls, there's no stopping him. Now KELO beams a picture that reaches a wider market than ever in South Dakota, Minnesota, Iowa and Nebraska. Add Joe's neighboring KDLO-TV, and you've got more than 1800 ft. of towering TV salesmanship blanketing this rich, 4-state money belt.

KELO — SIOUX FALLS — South Dakota — Minn. — Iowa — CHANNEL 11 — CHANNEL 3 — WATERTOWN — KDLO

THE BIG TV COMBO

KELO TV / KDLO TV

JOE FLOYD, *President*

Evans Nord, Gen. Mgr. Larry Bentson, V. P.

NBC PRIMARY

represented by H-R TELEVISION

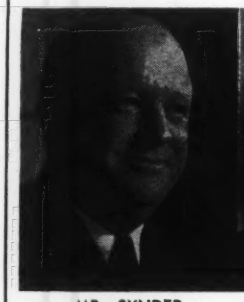
THEY SET UP THE CHICAGO CONVENTION

ARRANGEMENTS for the 1956 NARTB convention were handled by a special committee headed by E. K. Hartenbower, KCMO Kansas City, Radio Board vice chairman, and Campbell Arnoux, WTAR-TV Norfolk, Va., Tv Board vice chairman (see pages 134 and 138). They served as co-chairmen of the convention group.

Serving on the convention committee with the co-chairmen are H. Leslie Atlass, WBBM-TV Chicago; Henry B. Clay, KWKH Shreveport, La.; Jules Herbuveaux, WNBQ (TV) Chicago; William Holm, WLPO LaSalle, Ill.; E. K. Jett, WMAR-TV Baltimore; Clair R. McCollough, Steinman Stations; Sterling C. Quinlan, WBKB (TV) Chicago; Frank P. Schreiber, WGN Chicago; Glenn Snyder, WLS Chicago, and Edward A. Wheeler, WEAW-FM Evanston, Ill.

MR. McCOLLOUGH

MR. CLAY



MR. SYNDER

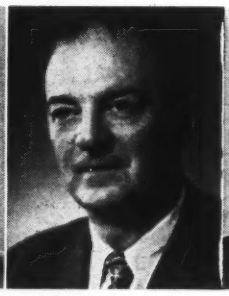
MR. JETT

MR. ATLASS

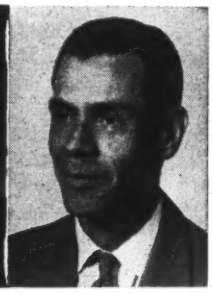
MR. SCHREIBER

MR. QUINLAN

MR. WHEELER



MR. HERBUVEAUX



MR. HOLM

Top-Flight Entertainment Lined Up For Thurs. Banquet

BANQUET program for the 34th annual NARTB convention in Chicago was shaping up last week under the direction of ASCAP, with all of talent lined up for the Thursday evening event.

Those performers set for the entertainment portion of the program are, in the order of their appearance:

The Four Stepbrothers, dancing group. Fontaine Sisters, singing group. Helene & Howard, dance team. Morton Downey and company. Billy Vine will serve as emcee, with Frank York and his Hotel Sherman College Inn orchestra providing the musical accompaniment.

Arrangements also were underway for a brief appearance by Vaughn Monroe, who would sing the *Star Spangled Banner*.

The annual convention banquet will be held at 7:30 p.m. in the Grand Ballroom of the Conrad Hilton Hotel. It will be preceded by a reception at 6 p.m. in the Williford Room.

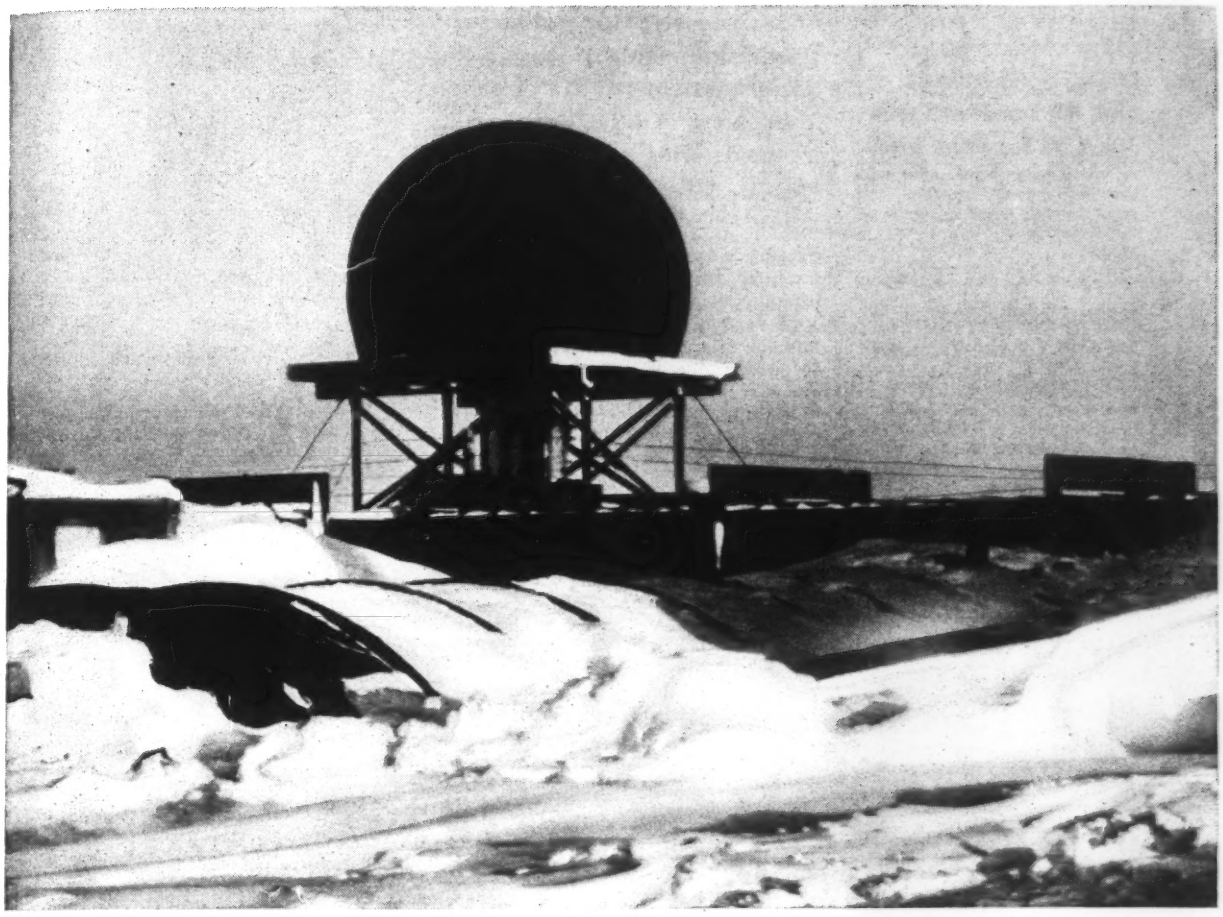
RKO-Teleradio Film Suite

RKO-Teleradio Pictures' Film Division will have NARTB convention headquarters in the Mutual suite, 1805-A, at the Conrad Hilton Hotel. Executives on hand will include Robert Manby and Dwight Martin, vice presidents of RKO-Teleradio Pictures; Peter Robeck, national sales manager of the Film Division, and Arnold Kaufman, William Finkeldey, William Gorman, and Max Bradbard, account executives.

LET'S VISIT

and relax for a few minutes during the NARTB Convention. Drop by Northwest Radio & TV School's suite for a little relaxation with George Sterling and John Birrel. If you have any personnel needs you can bring these along, too, but you're welcome without them.

GEORGE AND JOHN WON'T BE SELLING A THING



Eyes on top of the world

Here in the Arctic wasteland—some three hundred miles north of the Arctic Circle—is a specially equipped radar station.

It's part of the Distant Early Warning (DEW) Line—an electronic "fence" now being built inside the Arctic Circle to give North America advance warning of invader aircraft.

The monumental task of designing and producing the new electronic equipment needed, training personnel, supplying everything from food to fuel and getting it all there over thousands of miles of frozen wasteland is a joint endeavor of U. S. military services and of industry.

The DEW Line project is headed up by Western Electric as prime contractor operating a team of communications specialists selected from our own ranks; from 17 Bell Telephone Companies, Bell Telephone Laboratories, A.T.&T.'s Long Lines Department and our Canadian affiliate, Northern Electric Company. Hundreds of subcontractors, too, are assisting.

DEW Line is a splendid example of team action on a grand scale. It is, moreover, a good example of the way in which telephone technology is being applied to the national defense.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

MACHLETT ML-892R — 5kW AM Broadcast Triode

A standard replacement tube of excellent life characteristics. The Machlett ML-982R employs sturdy kovar-metal for all metal-to-glass seals.

MACHLETT ML-5541 — 5kW AM Broadcast Triode 10kW FM Broadcast Triode

A recent design type employing a thoriated-tungsten stress-free filament. Long life operation under difficult conditions is assured by the ML-5541.

MACHLETT ML-6423 — 5-10kW Coaxial Terminal Broadcast Triode

A modern design type employing thoriated-tungsten stress-free filament. Rugged coaxial terminals and quick final seal-in construction assure trouble-free operation. For new equipments and for conversion from type 892R. Full ratings to 30mc. Weight: Only 15 lbs.

MACHLETT ML-5681 — 35kW TV . . Channels 2 to 6 50kW AM

High Power AM and H.F. Communications. A modern design type similar to ML-6423 above. ML-5681 employs an integral anode water jacket for cooling. Employs very long life thoriated-tungsten filament.

MACHLETT ML-298A — 50kW AM Broadcast Triode

A standard replacement tube of excellent quality. For high power AM broadcast.

MACHLETT "X-RAY CHECKED" ELECTRON TUBES...
quickly available
via Graybar

Carefully-controlled production methods (including X-raying *after* assembly to check spacing and alignment of elements) is your assurance of stable, long term Machlett tube performance. The units shown are typical tubes from the complete Machlett line which you can receive quickly and conveniently via Graybar. For tubes or any other Broadcast need, make it a point to call Graybar first. Your nearby Graybar Broadcast Representative will be happy to provide complete price information as well as technical service and assistance.

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR — via Graybar

Graybar Electric Company, 420 Lexington Avenue
New York 17, N. Y.
OFFICES AND WAREHOUSES IN 120 PRINCIPAL CITIES

GLEASON, COMO SHARE PEABODY AWARD

Both receive top rating in tv entertainment category during presentations at RTES luncheon in New York. Douglas Edwards wins news award.

TWO top entertainers, Jackie Gleason and Perry Como, received double George Foster Peabody Awards in the television entertainment category when the 16th annual awards were presented April 11 at an RTES luncheon meeting in New York's Roosevelt Hotel.

In announcing the winners, Bennett Cerf, Peabody board chairman and Random House Inc. president, said "the committee regrets only that it is impossible to watch both gifted stars at the same time." Mr. Gleason is on CBS, Mr. Como, NBC, both Saturdays at 8 p.m.

The awards were presented by Dean John E. Drewry, U. of Georgia's Henry W. Grady School of Journalism, which with the Peabody board, administers the awards. Winners and their categories:

Television News: Douglas Edwards, CBS.

Television Entertainment: Jackie Gleason, CBS, and Perry Como, NBC.

Television Dramatic Entertainment: *Producers Showcase*, NBC.

Television Youth and Children's Programs: *Lassie*, CBS.

Television Education: Dr. Frank Baxter, KNXT (TV) Los Angeles, CBS. Citation to *Omnibus* (Adams Family series), CBS.

Radio-Television Music: *Voice of Firestone*, ABC.

Radio-Television Public Service: Sylvester L. Weaver Jr., NBC board chairman, for pioneering program concepts, especially *Monitor, Weekday, Wide Wide World* and spectaculars.

Radio-Television Promotion of International Understanding: Quincy Howe, ABC. Citation to "Assignment India," NBC.

Radio Education: *Biographies in Sound*, NBC.

Radio Local Public Service: KIRO Seattle, CBS. Citation to KFYO Lubbock, Tex., CBS.

Television Local Public Service: Citations to WMT-TV Cedar Rapids, Iowa, CBS, and KQED-TV San Francisco-Berkeley, Calif., educational station.

Mr. Weaver, in accepting his award, asserted that had tv "moved in radio patterns," the outcome in tv fare could have been "grade B pictures, quizzes and panels." He noted that the NBC-TV shows honored underscored three trends in the industry as being stressed in his network's programming: multiple sponsorship, "even programming" and one-shot shows.

Toastmaster Bennett Cerf maintained that as a publisher he has taken note of television's aid to the book business. Tv, he observed, has been a chief factor in booming books generally, good reading and sales, particularly in the children's books category.

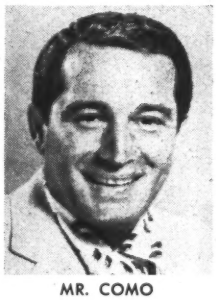
In his remarks to the audience, Dean Drewry stressed that the Peabody Awards have pointed up again this year how both the "artistic" and the "commercial" can be integrated in television presentation.

The following statements about each winner were made by Mr. Cerf:

TELEVISION NEWS (Award): In a time when a mature approach to news coverage has become a vital public service, *Douglas Edwards with the News* has made a responsibile contribution to daily television reporting. In recognition and in commendation of this important contribution to communications techniques, the Peabody Television Award in News is hereby presented to Mr. Edwards.

MR. EDWARDS

TELEVISION ENTERTAINMENT (A double award): Jack Gleason and Perry Como, it seems, split the television audience on Saturday evening almost squarely down the middle. The Peabody Committee feels justified, therefore, in following the same pattern in bestowing this year's award for television entertainment. Mr. Gleason's versatility and infectious enthusiasm are matched by Mr. Como's charm and disarming lack of pretension. Both artists, furthermore, have had the good sense to hire top-grade writers who bring out the best in them. The Committee regrets only that it is impossible to watch both gifted stars at the same time. We can, however, include both in this double award for entertainment, and to each is presented a Peabody Medal.



MR. COMO

MR. GLEASON

TELEVISION DRAMATIC ENTERTAINMENT (Award): For presenting on a grand scale great classics of dramatic entertainment for family audiences across the nation; and for utilizing top talent, a choice block of evening time and lavish technical facilities in the achievement of high quality television drama, the Peabody Television Award for Dramatic Entertainment is hereby presented to *Producers' Showcase*, with a special bow to "Peter Pan". (The award was accepted by Thomas McAvity, NBC-TV vice president.)

MR. McAVITY

CLIP THE CLIPPER

Like many other BIG NAME firms, you, too, can clip monthly Clipper art for striking, original layouts that can be produced in a jiffy. Free sample. Yours to use. Address . . .

MULTI-AD SERVICES, INC.
Box 806-O Peoria, Illinois

LAWRENCE WELK

The Greatest Radio and Television Band in History . . . Featured on Current Release of STANDARD . . .

SHORTY-TUNES

A Service Tailored to Fit into Tight Program Schedules—Every month SHORTY-TUNES releases ten top pop tunes and ten outstanding standard hits—twenty selections in all—recorded by top recording bands and combos. Tunes average only 1¼ minutes in length. Abbreviated—yet complete. Allows you to squeeze in that precious extra minute you need for an extra commercial. Join the hundreds of studios now using SHORTY-TUNES for better spot programming and bigger spot profits.

Convention "Take-Home" Special at Low Introductory Price—The complete Shorty-Tune release of Lawrence Welk—coupled with the new Buddy Cole Band—20 selections on two discs—yours for only $6.00. (Regularly $8.50.) Obtainable at Standard Radio Transcriptions *Room 612-A* during the convention. Or fill out and mail in coupon below. Do it today!

STANDARD RADIO TRANSCRIPTIONS
360 N. Michigan Ave., Chicago 1, Ill.

Please send your introductory Shorty-Tunes release of 20 selections on two discs for $6.00 and bill us.

Station_____

City_____ Zone____ State_____

By_____

THIS SPECIAL LOW PRICE OFFER EXPIRES MAY 15, 1956

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

WANT

ADDITIONAL

REVENUE?

Can your radio or TV station use $8,000 - $10,000 - $15,000?

You can have it in as little time as 90 days with a plan that is sound as a dollar.

We have a client who wants to use your station.

Want to know him! Write today! . . . or see me at the N.A.R.T.B. convention.

JOHN ESAU

AND COMPANY

1601 GRAYBAR BLDG.
420 LEXINGTON AVE.
NEW YORK 17, N. Y.
Phone MU 4-1159

TELEVISION AND RADIO OPERATIONS CONSULTANT — PUBLIC RELATIONS

TELEVISION YOUTH AND CHILDREN'S PROGRAMS (Award): Not without interest and values for adults, "*Lassie:* The Dog Show" stresses those qualities of relationship which make for sound youthful growth and development, a good sense of values, and wholesome social adjustments. Lassie's own endearing qualities, her delightful farm family and

Lassie & her tv master, Tommy Rettig.

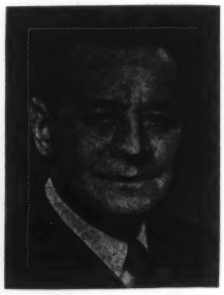
neighbors, and the authenticity of the story line—all these and other admirable qualities of this series make for a combination of entertainment and inspiration worthy of the Peabody Award—which is hereby presented.

TELEVISION EDUCATION (Award): If education by television is to carry the best of academic life beyond the classroom, Dr. Frank C. Baxter and his *Shakespeare on Tv* may well serve as an example for those whose aspirations are high. Already recognized by his colleagues and students for his unusual talent, this scholar-teacher has, through the magic of television, carried Shakespeare's profound wisdom and eloquent speech to thousands who today have a better understanding of the deeper meaning of poetic grandeur because of him and KNXT (TV) (CBS). In recognition of this major contribution to our country's cultural growth and to the stature of television as an educational device, the Peabody Television Education Award is hereby presented.

DR. BAXTER

TELEVISION EDUCATION (Citation): In its Adams Family series, *Omnibus* achieved a distinction comparable to the high place in American history accorded John, John Quincy, Charles Francis and Henry Adams. A feat of programming genius, the concept of this series was magnificent and the acting superb. In recognition of this realistic historic contribution to the cultural elevation of modern America, a Peabody Television Citation in Education is hereby presented.

RADIO-TELEVISION MUSIC (Award): Envisioned first by the late Harvey S. Firestone Sr., and continued through the years by Harvey S. Firestone Jr. and the Firestone Tire & Rubber Co., *The Voice of Firestone* has made available by radio and television the world's greatest artistry in music and drama. In these presentations, the Firestone Co. has shown the highest sensitivity, not only in the matter of superb program standards, but also in its understanding of advertising proprieties. Therefore, to *The Voice of Firestone*, now in its 28th year of continuous presentation, for the exquisite beauty and high quality of its program structure, the George Foster Peabody Radio & Television Award in Music is presented.



MR. FIRESTONE

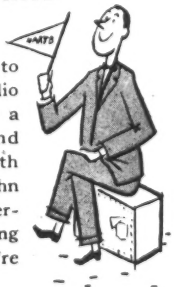
RADIO-TELEVISION PUBLIC SERVICE (Award): For broadening the horizons of television; for initiating a series of daring innovations that the rest of the industry, like it or not, has had to imitate, and above all, for showing a respect for the intelligence of the public, refreshing and commendable among officials in comparable high places in the television hierarchy —a Peabody Award for Public Service is hereby presented to Mr. Sylvester L. (Pat) Weaver Jr., Chairman of the Board of NBC.

MR. WEAVER

RADIO-TELEVISION PROMOTION OF INTERNATIONAL UNDERSTANDING (Award): The distinguished historian, journalist, and commentator, Quincy Howe, has long been a great asset to broadcasting. His five - times - a - week commentaries on the ABC Radio Network are objective and penetrating analyses of the important issues of our times. His new documentary television series entitled *Outside U.S.A.* is an outstanding contribution to the understanding of the significant events and developments around the

MR. HOWE

WHILE AT THE NARTB CONVENTION

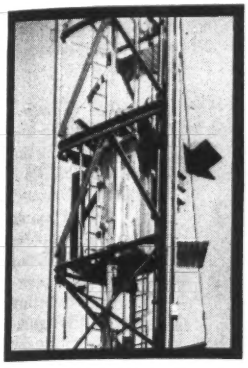


You are cordially invited to drop in at Northwest Radio & TV School's suite for a moment's relaxation and friendly conversation with George Sterling and John Birrel. If you have any personnel needs you can bring these along, too, but you're welcome without them.

GEORGE AND JOHN WON'T BE SELLING A THING

BLAW-KNOX TOWERS side by side yet 23 years apart

Towering 1175.5 feet into the sky from atop Big Heart Mountain near Sand Springs, Oklahoma, the Blaw-Knox triangular guyed tower shown here supports a 101′ General Electric TY50F 6 Bay Antenna for KVOO-TV, Tulsa. From this point, 2149′ above mean sea level, the 100,000 watt signal on Channel 2 carries KVOO-TV programs to viewers in four states.



Although this installation is more than twice as high as the Washington Monument, tower maintenance problems have been reduced to a minimum by the special, automatic, two-man service elevator operating within the tower. Ground-to-car telephone communication and both lower landing and cab controls are only two of several interesting features of this completely enclosed elevator.

Standing-by for emergencies is the 225′ Blaw-Knox self supporting tower erected more than 23 years ago as the first part of the KVOO radio transmitting system. In use for 14 years, then dismantled and stored on the ground for seven years, this tower was re-erected in 1954 as the KVOO-TV stand-by tower. After this seven year period without maintenance, the sub-contractor who re-erected the tower reported the galvanized coating still intact and the tower in excellent condition.

Proven performance such as this brings old customers back to Blaw-Knox for new towers. For example, Blaw-Knox Company has supplied KVOO a total of eight towers, with Tower Number 1 still in service.

Send for illustrated Bulletin No. 2417 showing special construction features and typical installations of Blaw-Knox Antenna Towers. Write or call us today for your copy.

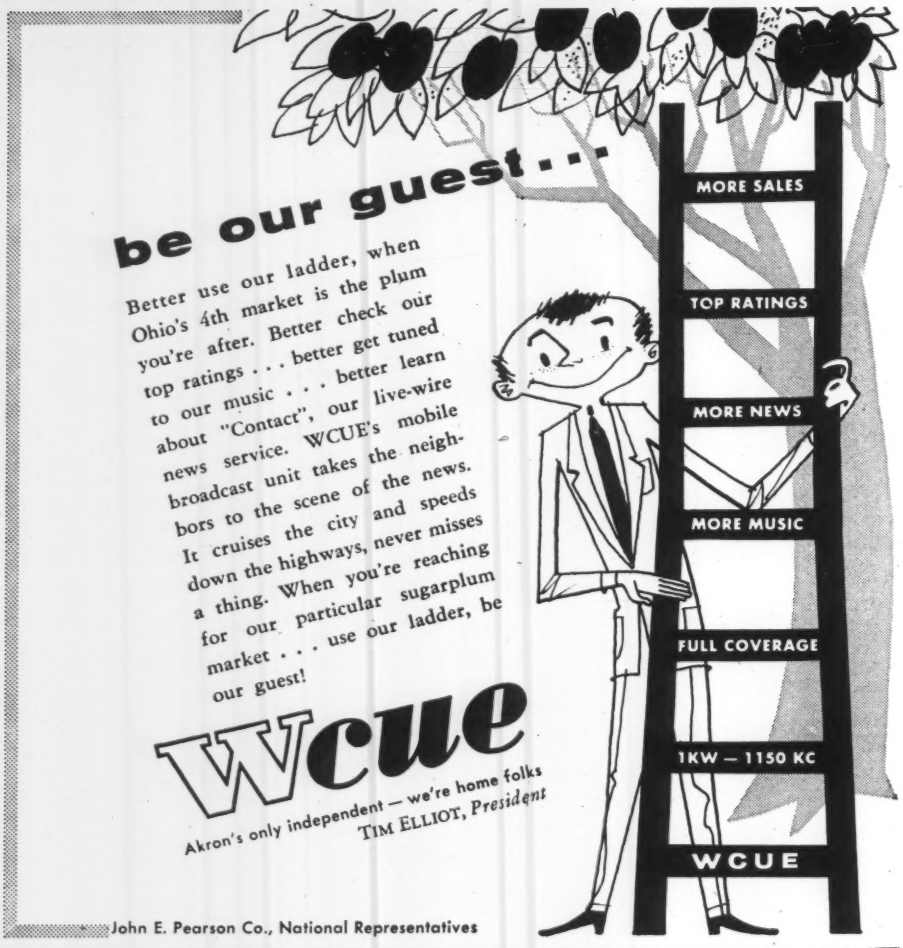
50th Anniversary BLAW-KNOX 1906-1956

ANTENNA TOWERS

Guyed and self-supporting—
for AM • FM • TV • microwave
• communications • radar

BLAW-KNOX COMPANY

BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA


be our guest...
Better use our ladder, when Ohio's 4th market is the plum you're after. Better check our top ratings . . . better get tuned to our music . . . better learn about "Contact", our live-wire news service. WCUE's mobile broadcast unit takes the neighbors to the scene of the news. It cruises the city and speeds down the highways, never misses a thing. When you're reaching for our particular sugarplum market . . . use our ladder, be our guest!
Wcue
Akron's only independent — we're home folks
TIM ELLIOT, President
MORE SALES
TOP RATINGS
MORE NEWS
MORE MUSIC
FULL COVERAGE
1KW — 1150 KC
WCUE
John E. Pearson Co., National Representatives

THE BIG 25
SESAC'S BIG 25TH BIRTHDAY PRESENT FOR YOU WILL BE ANNOUNCED TODAY! HEAR ALL ABOUT IT AT SESAC HEADQUARTERS, SUITES 528-A AND 530-A, CONRAD HILTON HOTEL, CHICAGO, AT THE NARTB!
SESAC
CELEBRATING OUR 25TH ANNIVERSARY

world. The variety and effectiveness of its presentation have made this program a most significant contribution of television to the promotion of international understanding. In recognition, the Peabody Award is hereby presented.

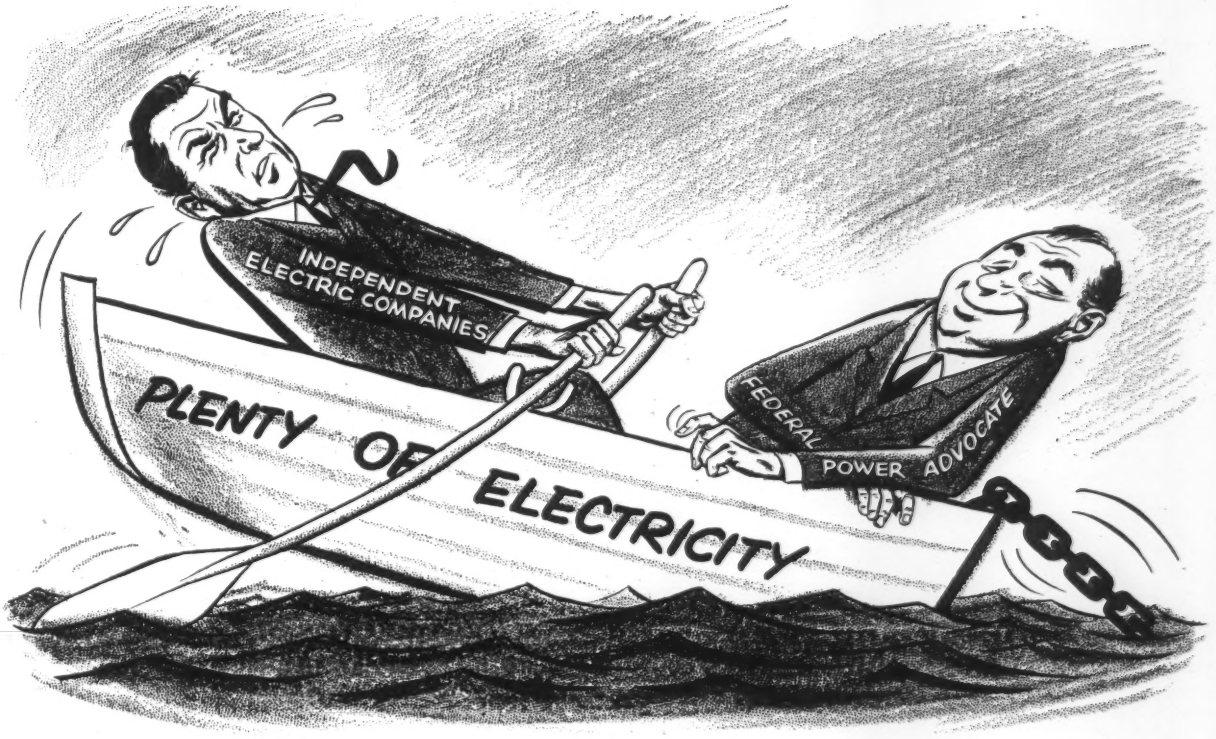
TELEVISION PROMOTION OF INTERNATIONAL UNDERSTANDING (Citation): In the spring of 1955, NBC dispatched a supervisor and crew of cameramen to bring back the story of new India. Because of his understanding of life and progress in that country, Chester Bowles was invited to interpret and narrate the program, an important part of which was a conversation with Nehru. "Assignment: India" was first shown on Nov. 24, 1955. The acclaim was such that it was repeated on Dec. 25. All who saw this program have a better understanding of a large and important part of the world and its relationship to the international situation generally. In recognition of this brilliantly done production, a Peabody Citation for Contribution to International Understanding is hereby presented.

RADIO EDUCATION (Award): Auspiciously launched with a program based on the life of Winston Churchill, and concerning itself with such worthies as Helen Hayes, Carl Sandburg, Bernard Shaw, and Thomas Wolfe, *Biographies in Sound* combines the words of important and interesting persons with significant evaluations by those sufficiently close to them to speak with authority. If, as Emerson said, "there is properly no history, only biography," and if, as Dr. Joseph Collins said, "biography is instructive to youth, inspiring to maturity, and solacing to old age," here is a new concept in radio programming which adds dimensions not only to biography, but to history and education generally. As such, it merits the Peabody Award in radio education, which is hereby presented. (The award was accepted by Joseph O. Meyers, manager of NBC News, which produces *Biographies in Sound*.)

MR. MEYERS

RADIO PUBLIC SERVICE (Award): Since 1948, station KIRO Seattle, Washington, has broadcast a community development program entitled *Democracy Is You*. In cooperation with the U. of Washington, this station has developed community rehabilitation programs in a unique and effective manner. This program has received national and international recognition as an unusual method in focusing community attention upon a wide range of social and economic community problems. The introspective development of these problems has in many cases produced solutions of a far-reaching and permanent nature. Recently in the struggle between the Free World and Communist ideology, KIRO has made the services of the director of this program available to Far Eastern areas in-

MR. HAAS



Who threw out the anchor?

Are the advocates of federal government electric power really interested in plenty of electricity for all Americans, as they so often claim—or are they interested primarily in building a government power monopoly?

• • •

To meet vastly increased needs for electricity, the nation's more than 400 independent electric light and power companies are planning and building at an unprecedented rate. But in some sections of the country, federal power advocates are fighting the efforts of electric companies to build. Here are three examples:

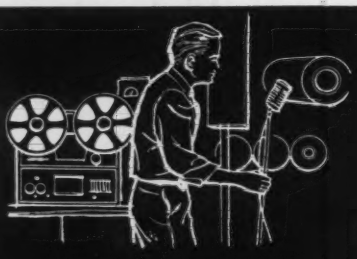
On the Niagara River in New York State, local electric companies have tried for many years to expand their power development to help provide the vast amounts of additional electricity that will soon be needed in the Northeast. Public power advocates, however, have been able to block government approval for the companies to build.

In the Pacific Northwest, trying to speed a new source of electricity and avoid a real threat of power shortage, local electric companies have offered to pay 88 per cent of the cost of the proposed John Day power dam. But federal power groups say no. They seem willing to risk a power shortage rather than let local electric companies take any part in building the power project. They would have the federal government pay for it all, with tax money from all over the country.

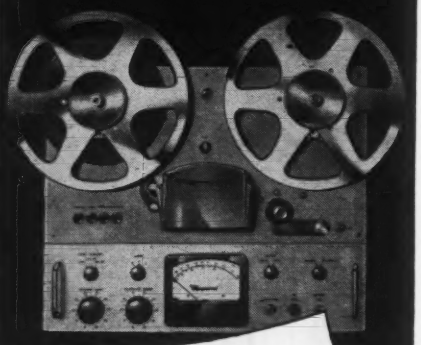
At Hell's Canyon on the Idaho-Oregon border, the local power company, with government approval, is building the first of three dams that will more than double the supply of electricity in that area. The company applied in 1947 for permission to develop the project, but has been unable to get it underway until now—largely because of delaying opposition from federal power groups. These groups are still fighting to get the government to spend 429 million dollars of taxpayers' money to replace the project the company has already started.

This record of obstruction is duplicated all over the country. Time after time federal power advocates have thrown out the anchor when more power was offered and planned by *America's Independent Electric Light and Power Companies**.

**Names on request from this magazine*



A Great New
MAGNECORDER
for professional use



THE Editor

Magnecord has long been established as the first choice of broadcast engineers all over the country. Now the P60-A Editor sets new standards in professional installations.

The Editor has all the easy, accurate editing features of the most expensive models — with the greatest number of operating features ever built into a tape recorder for such a low-cost investment.

Before you decide, check the specifications of the new Editor. To be convinced, hear and operate the Editor yourself.

Whatever your requirements, there's a Magnecorder to fit the job. The Hi-Fi Pro or the Citation is an excellent accessory unit at moderate cost. The fabulous M-90 is the finest professional tape recorder made today.

Magnecord, inc.
The Choice of Professionals
1101 S. KILBOURN AVE.
CHICAGO 24, ILLINOIS

cluding Japan, Taiwan and the Philippines. The extension of this technique on a community, national, and international basis is radio public service of the highest and most distinctive quality, and as such deserves the Peabody Award which is hereby presented. (Saul Haas, KIRO president, accepted the award.)

RADIO LOCAL PUBLIC SERVICE (Citation): In *Footnotes on the Fine Arts with Jack Sheridan,* KFYO (Lubbock, Tex.) (CBS) carries to west Texas unique coverage of fine arts activities. Not only does Mr. Sheridan share his own rich knowledge of all the arts, but through skillful interviews with national leaders has stimulated wide public interest in museums, symphony orchestras, books and the theatre, thereby greatly enriching the cultural life of the great south plains. In recognition of this local public service, a Peabody Citation is hereby presented.

TELEVISION LOCAL PUBLIC SERVICE (Citation): Motivated by the desire to see the U.S.A. lead in advanced aeronautical development, and desirous of doing something on the grass roots level, WMT-TV (Cedar Rapids, Iowa), with the assistance of Dr. Alexander M. Lippisch, director of the Collins Aeronautical Laboratory, brought to an Iowa audience *The Secret of Flight.* Through this series, not only were aerodynamic phenomena seen for the first time on television, but in many instances for the first time by anyone outside Dr. Lippisch's laboratory. For this unique example of local public service, as well as for other community-minded activities of WMT-TV, this Peabody Television Citation is presented.

TELEVISION LOCAL PUBLIC SERVICE (Citation): In the vital and challenging field of informative television, KQED (TV), the San Francisco Bay area educational channel, has provided a wide viewing public with a stimulating panorama of thoughtful non-commercial programming, including fine music, sports, children's programs, special events and a distinguished series on nuclear physics. In recognition of this successful experiment in community culture, a Peabody Local Public Service Citation is hereby presented.

Radio Pioneers Award Citation to De Forest

DR. LEE de FOREST will be guest of honor and receive a special citation—on the occasion of the 50th anniversary of his invention of the audion tube—at the 15th annual dinner meeting of the Radio Pioneers Club to be held Wednesday night at the Conrad Hilton Hotel in Chicago.

Raymond F. Guy, director of Radio Frequency Engineering of NBC and president of the Pioneers Club, will make the presentation.

Election of officers and presentations of awards will highlight the dinner meeting. Citations will go to Freeman Gosden and Charles Correll, creators of the *Amos 'n' Andy* series, for "pioneering in radio broadcasts of situation comedy," and to Judith C. Waller, NBC public affairs representative, for her "great gifts to radio and tv." The Radio Pioneers' posthumous Hall of Fame award will be made to Edward J. Nally, a former president of RCA, as "a true pioneer who served for almost 75 years in the communications industry."

William S. Hedges, NBC vice president in charge of integrated services, is chairman of the club's awards committee.

AP Broadcasters Awards Given Pa. Radio Stations

WINNERS of a Pennsylvania Associated Press Broadcasters Assn. newscasting contest among radio stations in that state have been announced by the association.

Stations under 5 kw receiving awards include, for general news, WKAP Allentown, first, and WEJL Scranton, second; in the sports category, WEJL, first, and WKAP, second; women's news, WBVP Beaver Falls, first, and WEJL, second, and farm news, WHLM Bloomsburg, first; WEJL second.

Awards going to stations of 5 kw or over include for general news WIP Philadelphia, first, and KDKA Pittsburgh, second, and for commentary, KDKA (in the 50 kw class), first, and WILK Wilkes-Barre (in the 5 kw class), first.

Seven stations have received special citations from the association for outstanding work in covering news for AP members. These are WBVP Beaver Falls, WCHA Chambersburg, WEDO McKeesport, WLYC Williamsport, WCNR Bloomsburg, WMRF Lewistown, and WACB Kittanning.

'It's A Great Life' Contest Winners Named by Chrysler

GREG VAN CAMP of WTRF-TV Wheeling, W. Va., and Jack W. Schumacher of WICU (TV) Erie, Pa., last week were declared first-prize winners—a 1956 Powerstyle Chrysler Windsor automobile going to each—in Chrysler's *It's a Great Life* promotion contest, conducted among publicity directors of tv stations carrying the program.

Burton Durkee, assistant sales manager of the Chrysler Div. of Chrysler Corp., announced the winners. Mr. Van Camp won first place among entrants from stations in cities of population up to 100,000, and Mr. Schumacher among those in cities of more than 100,000.

Second and third prizes of $1,000 and $500, respectively, went to Fred Foerster of WBRE-TV Wilkes-Barre, Pa., and W. R. Roberson Jr. of WITN-TV Washington, N. C., in the up-to-100,000 category, and to Dorothy Sanders of WLWD (TV) Dayton and Robert Locke of WFMJ-TV Youngstown, Ohio, in the over-100,000 population group.

Judges were Mr. Durkee; J. H. Tinker Jr., senior vice president and executive creative director of McCann-Erickson, agency for Chrysler; Peter Wemhoff, *Automotive News;* Frank Burke, *Radio Daily,* and Rufus Crater, B•T. The contest was handled in New York by Communications Counselors Inc., public relations division of McCann-Erickson.

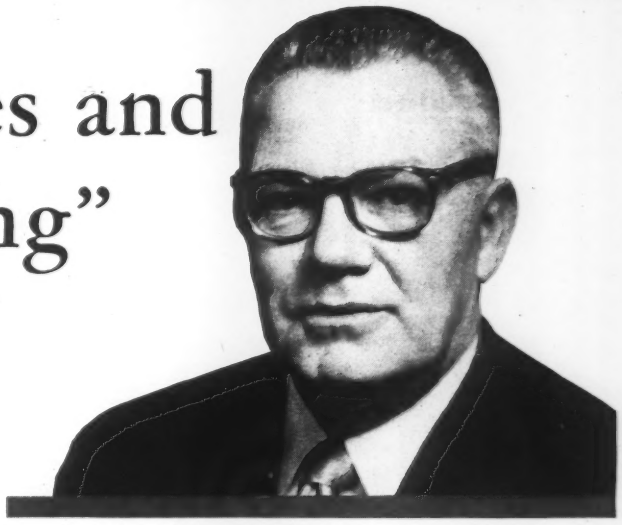
Frances Holmes Awards Set For Los Angeles on May 20

TENTH annual Frances Holmes Achievement Awards, sponsored by the Los Angeles Advertising Women Inc. and the Advertising Assn. of the West, will be made May 20 at a luncheon in the Ambassador Hotel, Los Angeles.

The competition is open to women in advertising and its allied fields employed professionally in the 11 western states, British Columbia and Hawaii. Award classifications include copy, layout, advertising illustration, research project, direct mail, radio commercial, television commercial, commercial film, publicity, public relations, sales promotion and merchandising.

Deadline for entries is April 29. Complete information and entry blanks may be had by writing Los Angeles Advertising Women Inc., 635 S. Kenmore Avenue, Los Angeles 5, Calif.

"Ad Age stimulates and guides my thinking"



says **ALFRED N. STEELE**
Chairman of the Board & Chief Executive Officer
Pepsi-Cola Company

"Advertising Age is of great help in stimulating and guiding my thinking in all phases of advertising. It presents its readers with a sensitive and accurate barometer of up-to-the-minute trends in advertising. As a constant reader, I find Advertising Age invaluable as a source of background information in guiding my thinking in all matters of advertising."

ALFRED N. STEELE

As chairman of the board of directors and chief executive officer of Pepsi-Cola Company, Alfred N. Steele is vitally concerned with advertising of all kinds. Mr. Steele joined Pepsi-Cola Company in 1949 as first vice-president, became president in 1950, and was elected to his present position in July, 1955. He was vice-president in charge of marketing of Coca-Cola Company from 1945 to 1949, and before this was vice-president and partner of D'Arcy Advertising Agency. From 1937 to 1939, Mr. Steele was manager of Columbia Broadcasting System in Detroit, and earlier was advertising director of Standard Oil of Indiana.

Advertising Age stimulates and guides the thinking of most top advertising executives who are important to you. For the latest news, trends and developments in this fast-changing, shifting, growing business of advertising, most decision-making men on advertising's main street turn to Ad Age every Monday morning.

Pepsi-Cola Co., for example, has used broadcast extensively to promote its soft drinks. Its famous Pepsi-Cola jingle and Schweppes commercials (Pepsi markets Schweppes ginger ale, quinine and soda waters) not only made advertising history, but helped raise Pepsi's ad billing from $600,000 in 1939 to $6,000,000 (all media) in 1955. While exact figures are not yet available, Pepsi-Cola was using TV spots on some 62 stations at one period in 1955, and its network TV advertising alone ran over $518,000 for '55.

In addition to Mr. Steele's copy, nine more paid subscription issues of Ad Age are read, discussed and circulated at Pepsi-Cola. Further, *every week 136 subscription copies reach the agencies placing Pepsi-Cola advertising,* Kenyon & Eckhardt; Ogilvy, Benson & Mather, and Cockfield, Brown & Co.

Add to this AA's similar penetration of advertising agencies with a weekly paid circulation of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000 based on 32,500 paid subscriptions, and **you'll recognize in Advertising Age a most influential medium** for swinging broadcast media decisions your way in 1956.

Advertising Age
FCC Moves to 'Drop In,' Not 'De-Intermix'
The Broadcasting Industry
High Prices, Not Enough Programs, Poor Tubes Still Hold Up Color TV

ABC ABP NBP

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

ML-5681

Water-Cooled

Triode

recommended

for

50KW

AM

Transmitters

Built for...

- Very Long Life, with a Multi-Strand Stress-Free Thoriated-Tungsten Filament
- Low Grid Drive, through Mechanically Rigid, Close-Spaced Electrodes to give High Transconductance
- Low Distortion, through High Filament Emission
- Low Inductance, through Large Diameter Coaxial Terminals
- Rapid Removal from Socket, with Quick-Acting Bayonet Pin Locks

MAXIMUM INPUT RATING

Plate Modulated Class C Telephony

Plate Voltage 10KV

Plate Current 9A

Doherty High Efficiency Amplifier

Plate Voltage 15KV

Plate Current 10A (Carrier)

GENERAL CHARACTERISTICS

Filament Voltage 12V

Filament Current 220A

Amplification Factor 25

MACHLETT

Write Today for Data on the ML-5681 Triode – and for a description of a 50KW AM Transmitter Conversion

MACHLETT LABORATORIES, INC.

Springdale, Connecticut

AWARDS

Applications Due June 30 For Two NBC Study Awards

NBC announced last week that applications for its second annual President's Award and Employe Fellowships must be filed not later than June 30. Winners of the 1956 awards will be announced by Aug. 15.

The President's Award is open to all applicants between the ages of 25 and 35 who show outstanding talent in the dramatic arts field. A grant of not less than $4,000 and not more than $6,000 is awarded to an individual to enable him to work with and study under major directors, producers and executives in the broadcasting and theatrical fields.

The Employe Fellowship is open to all regular NBC employes between the ages of 21 and 30 who display skill and promise in dramatic arts. A grant in the amount of $2,000, plus tuition, is awarded to the winner for advance study at a school agreeable to the recipient and approved by the NBC scholarship committee.

The committee is composed of Richard A. R. Pinkham, vice president in charge of NBC-TV programs; Fred Coe, NBC executive producer, and B. Lowell Jacobsen, director of personnel.

Tv Slide, Animation Art Tops in Seattle Exhibition

TWO television slide commercials and one tv animation were among the top award winners in the seventh annual Exhibition of Advertising Art, held last week in Seattle under sponsorship of the Seattle Art Directors Society.

The winning artists, their agencies and accounts, were Mits Katayama for slide done through Ruthrauff & Ryan for Nalley's (salad dressings, relishes); Lloyd Pierce and Art Hupy for slide done for Washington State Game Dept., and Lloyd Pierce, art director, Ray Patin Productions, for animation for Ranier beer.

UP Photographers Honored

UNITED PRESS Newspictures photographers won three awards in the 13th annual "News Picture of the Year" competition sponsored jointly by the National Press Photographers Assn. and Encyclopedia Britannica. Prize-winning photographers were Stanley Tretick for "Feeling Much Better," third in the general news category, and Art Rickerby for "That's My Boy," second in the personalities group. Frank Cancellare won an honorable mention in newspaper features for "White House Squirrel."

UP Newspictures services tv stations through Unifax with pictorial material. The April 9 issue of B•T ran a list of winners in various newsreel categories.

L. A. Clubs Present Awards

ANNUAL radio-tv awards of the Los Angeles District of the California Federation of Women's Clubs have been presented to Thomas Cassidy, producer of *Evening Concert* and *Musical Masterpieces* on KFAC Los Angeles, and Dr. Jan Popper, conductor of *Spotlight on Opera* on KNXT (TV) Los Angeles. A special award for best public relations inspiring love of family and country in youth was given to Liberace, star of his own Guild Films syndicated tv series. The group also honored the state radio-tv chairman, Mrs. Fred S. Teasley. The Los Angeles district includes 196 clubs with membership exceeding 25,000.

—PROGRAMS & PROMOTIONS—

WISN-TV ASSUMES 'NEW LOOK'

"NEW LOOK" programming is in force on WISN-TV Milwaukee with seven new programs, earlier sign-on and revision of old shows. The new line-up, heralded by extensive promotion, including grocery store displays, emphasizes women's and children's interest shows from 9 a.m. until noon, with news, food, beauty, audience participation, storybook and kindergarten programs. Farm and drama shows have been scheduled between 12 and 1 p.m.

KDKA-TV REVIVES 'NICKELODEON'

THE FIVE-CENT movie, *Nickelodeon*, has come home to Pittsburgh where it started 51 years ago, but it doesn't cost anything nowadays, as featured on KDKA-TV. Program m.c. Hank Stohl has built a replica of the old silent movie house and assigned roles of theatre manager, candy butcher, usher and pianist to his puppets, who introduce the daily show. Feature fare on *Nickelodeon* is "Little Rascals" movies.

HIS HONOR HELPS OUT ON WPEN

AN impressive roster of substitute talent was lined up by WPEN Philadelphia performer Steve Allison before he went on a week's spring vacation. City Mayor Richardson Dilworth led the list of guest moderators on the late night show, followed by leaders of city art, sports, government and business fields on subsequent evenings.

CHAMPIONS GOLF ON MUTUAL

MUTUAL will broadcast the four-day Tournament of Champions at the Desert Inn Golf Club, Los Vegas, Nev., April 26-27 (7:15-7:30 p.m. EST), April 28 (8:45-9 p.m. EST) and April 29 (9-9:30 p.m. EST).

RADIOS SELL IN CALIFORNIA

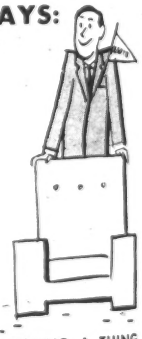
RADIO sets are still "out-selling" tv receivers by nearly two to one in Southern California, according to the Southern California Broadcasters Assn., in a special insert prepared for holders of its "Time Buyers Handbook." Newest data shows a month-by-month breakdown of radio set sales in that area and in the U. S. in comparison with tv receiver sales. "Southern Californians are still buying new radio sets at the rate of over 2,000 per day," President Frank W. Crane claims in new insert.

CBS PROMOTES DAY RADIO

AN eight-week program promotion drive on behalf of its daytime shows is being launched today (Monday) by CBS Radio. Kits pointing up radio's advantages for housewives are being sent to program promotion managers of CBS

GEORGE STERLING SAYS:

"TAKE IT EASY"



for a moment or two at the NARTB Convention. Drop by Northwest Radio & TV School's suite for a little relaxation and friendly "chit chat" with John Birrel and myself. If you have any personnel needs you can bring these along, too, but you're welcome without them.

GEORGE AND JOHN WON'T BE SELLING A THING

"And it could have happened to me..."

"One night last week, my next door neighbor had a bad fire. It set me thinking about my fire insurance. Did I have enough? My agent, Bill Morton, had been after me to increase it for some time, but I was always too busy. So when Bill called me the next morning, I told him to come right out.

"Bill opened my eyes. I had only $9000 on my house which is worth $18,000 today. And an inventory showed I had less than half enough on furniture, rugs, clothing and other things. I couldn't believe it. Now I know I'm properly insured. But when I think of what might have happened..."

★

This is typical of the service you get from a Capital Stock company fire insurance agent. He's in business for himself, and his business is protecting you every minute, day or night. Capital Stock fire insurance companies are represented by local agents — 200,000 of them. The protection they provide goes beyond your policy to bring you public services like arson detection, safer building methods, inspection of municipal fire fighting facilities.

Your Capital Stock company agent is your neighbor. He knows your problems and you can depend on him for good advice about all kinds of property insurance. He's as close to you as your phone, so check with him regularly.

Look for the symbol printed below. Only an independent Capital Stock company agent or broker may display it.

CAPITAL STOCK
Standard protection
COMPANY INSURANCE

NATIONAL BOARD OF FIRE UNDERWRITERS

A Service Organization Maintained by
224 Capital Stock Fire Insurance Companies

85 John Street, New York 38, New York
222 West Adams Street, Chicago 6, Illinois
465 California Street, San Francisco 4, Calif.

BOOTHE LEASING Corporation

You choose your equipment and fixtures . . . .

WE LEASE THEM TO YOU

Everything, from office fixtures to transmitters can be leased through Boothe! You select the equipment you want, BLC purchases it from your supplier and places it in your studio, transmitter or office, on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by Boothe are tax deductible expense items.

Lease a new

1956 CADILLAC

for just $155 per month

EXECUTIVE CAR LEASING COMPANY

Low rental payment includes license, taxes, insurance, registration fee . . . 100% tax deductible. No investment on your part.

Other makes of '56 cars can also be leased at lower rates.

SPECIAL FLEET RATES.

DENVER REPRESENTATIVE
GENE O'FALLON & SONS, Inc.
639 GRANT ST., Denver 3, Colorado
AM. 6-2397
• GENE O'FALLON
• FRANK L. BISHOP
• GENE O'FALLON, JR

These are national leasing services.

radio affiliates. The campaign will include a network saturation drive on the air for the first two weeks, recorded announcements by network stars for local use, prepared material for local air promotion announcements and a suggested local ad campaign.

KRON-TV JOINS SCIENCE EFFORT

REACTING quickly to President Eisenhower's appointment of a committee to interest youngsters in science, KRON-TV San Francisco scheduled a new weekly series, *Explorers of Tomorrow*. The half-hour program, telecast Saturdays at 1 p.m., is produced by the station in cooperation with the California Academy of Sciences and the U. of California. KRON-TV also expects to enlist cooperation of business and other education institutions in the effort, which is aimed at the 7-13 year-old age group.

WBC PUBLISHES SALES GUIDE

HOW to Make Radio Campaigns Move Goods in Local Markets is the comprehensive title of a 28-page booklet being distributed by the Westinghouse Broadcasting Company, N. Y., to advertisers. With the stated purpose of suggesting to advertisers how to get the best possible results from radio, the booklet outlines steps along the way to sales through local stations to the stores. WBC personalities in Boston, Pittsburgh, Pa.; Cleveland, Ohio; Fort Wayne, Ind., and Portland, Ore., are pictured.

MORE ON MONACO FROM MBS

MUTUAL has scheduled five additional broadcasts in connection with the upcoming marriage of Grace Kelly to Prince Rainier II of Monaco and will carry these programs April 16-20 from 12:15-12:30 p.m. New York time. They will be devoted to details and protocol arrangements preceding the civil and religious rites, plus descriptions of the pomp and ceremony planned for the week-long celebration.

MILWAUKEE ELECTION COVERAGE

WTMJ and WTMJ-TV Milwaukee claimed a series of "firsts" in radio-tv coverage of the nationally important Milwaukee city and county and Wisconsin state election day results. The stations attributed a leadership pace to its working relationship with the Milwaukee Journal (Journal Co. is licensee of the stations) and to its use of a super-imposition screen method which enabled WTMJ-TV viewers to watch programs and still see election returns. The station used a white leader or "creeper" method starting at 6 p.m.

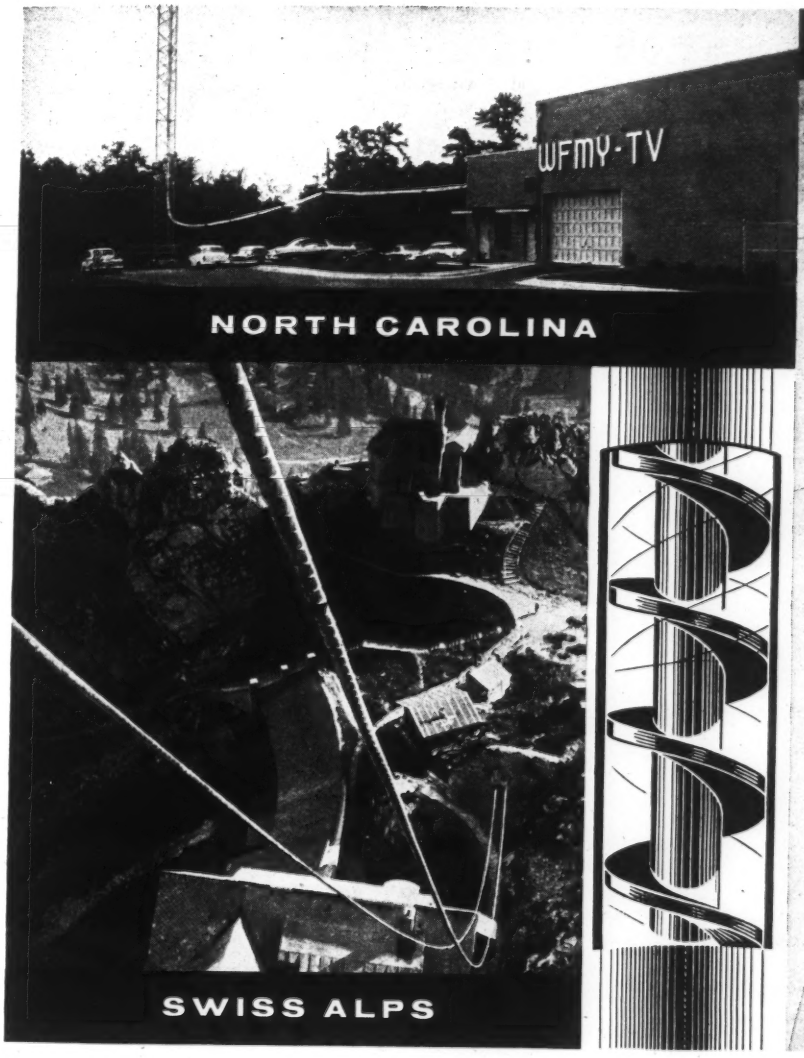
WTMJ claimed to have aired 217 separate bulletins until 1:30 a.m. the next day and to have originated four election feeds to NBC as well as telephone beeper reports to other stations. Both Journal outlets claimed a "first on the air" record that kept them "well ahead of any other broadcasting source in this area." A joint "Operation Ballot" coverage project was the basis of reports by WXIX (TV), WEMP, WOKY and WRIT [B•T, April 2].

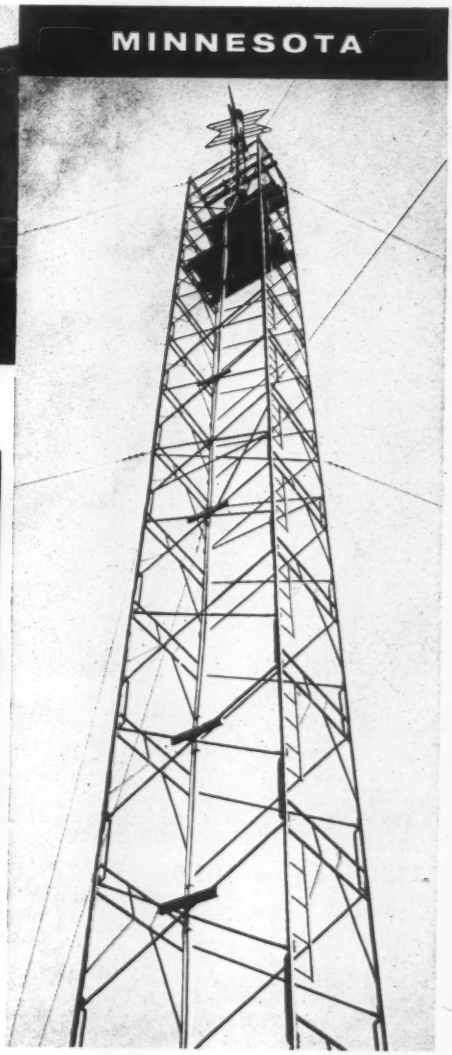
DISNEY RADIO SHOW NAMED

THE *Walt Disney's Magic Kingdom* program on ABC Radio adopted the new name of *Your Happy Holiday*, effective with last Monday's broadcast. Children's show will continue to be heard Mon.-Fri., 11-11:30 a.m. EST.

Styroflex Coaxial Cable

IS GOING PLACES—DOING THINGS in the Broadcast Field!





Perhaps Styroflex can answer your particular problem.
Inquiries welcomed by our engineering staff.

PHELPS DODGE COPPER PRODUCTS CORPORATION

300 PARK AVENUE, NEW YORK 22, N. Y.

KIDO Hosts Prospects

"TO RE-EXAMINE the very important part that radio plays in our society and in our economy" KIDO Boise, Idaho, sponsored lunches during a five-day period attended by 50 Boise businessmen per day.

General Manager Walter E. Wagstaff, Commercial Manager John Young, and account salesmen Fred Maltz and Jim Davidson supplied facts and figures garnered from national advertising agencies and market research specialists. They discussed KIDO personalities, what they do on the station, and how they could help build local sales.

Selected slides and integrated commentary stressed the point that "to attain greatest success in business, radio must be used to bolster and give cohesion to advertising in all other media . . . since radio reaches everyone."

EMMETT KELLY TO OPEN UP

CIRCUS clown Emmett Kelly, noted more for his pantomime artistry than his speaking ability, will make his first tv speaking appearance April 22 on *Telephone Time*, (CBS-TV, 6-6:30 p.m. EST) in a dramatization of John Nesbitt's "Captain from Kopenick." Following close on the announcement that Mr. Kelly will make his verbal debut, General Electric Co. said that a third-time repeat of "Clown," based on the book written by Mr. Kelly, has been scheduled for *General Electric Theatre* on CBS-TV, May 13. GE said this will be the first time that any tv play has been shown three times and is the result of "an overwhelming number of requests received" by the firm. The show stars Henry Fonda, who also plans to film the story as a feature length motion picture.

EQUALITY FILM ON NBC-TV

NBC-TV will present this Sunday a filmed drama, "Equality at Work" (4-4:30 p.m. EST), which will be introduced by Vice President Richard M. Nixon. The film deals with the provisions in government contracts for equality of job opportunities regardless of race, creed or color and will be carried by NBC-TV in cooperation with the President's Committee on Government Contracts.

ZIV SURVEYING COLOR FILM

ZIV Television Programs reported last week that at least 45,000 television homes and 100,000 viewers in more than 20 cities already have seen one or more Ziv color filmed programs. Regular release printing of Ziv series still is in black-and-white, but for test purposes the company makes available without extra charge to sponsors at least one color print on each of Ziv's tv program series for local telecasting. Sponsors and stations subsequently are asked to report to Ziv in Hollywood on quality of color on different types of receivers, ease of transition from program color to local commercials in color, problems of projection and handling, and other factors.

IRWIN AIRS MALENKOV

A PROGRAM series news beat for radio over all other media is claimed by Lewis K. Irwin, Hollywood syndicator of a weekday recorded documentary-type newscast, with reportedly the first western interview on his program with Russia's former Premier, Georgi Malenkov. The interview was recorded by Mr. Irwin's London correspondent, Edwin Roth, at the Soviet Embassy there and included Hugh Gaitskill, British Labor party leader. The quarter-hour program, *News Today*, is aired regularly on WVDA Boston, KEX Portland, WIP Philadelphia, WDAR Savannah and KPOL Los Angeles, with eight additional stations carrying the Malenkov interview.

WCAU-TV DEBUTS FARM SHOW

AIMING at farmers big and little, window box to 1,000 acres, WCAU-TV Philadelphia was to premiere this morning its new daily *Channel 10 Farm Reporter* show from 6:30 to 7 a.m., conducted by William Bennett, station farm director. This, the first farm effort in WCAU-TV history, is planned to reach 35 counties in four states, comprising some of the country's richest farm land, in addition to urban plots in the station's coverage area.

WFOX DRAMATIZES MAIL PULL

WFOX Milwaukee took a dramatic means to show local agencies the impact of two announcements on its *Fox Club*. Each of the 20 leading agencies found 919 WFOX mailing pieces in its mail one morning last month.

HIGH GAIN DIRECTIONAL vhf tv transmitting ANTENNA

AMCI Type 1030

Channels 7 through 13

This 3-bay directional array has a power gain of 20.8 and in conjunction with a 10-kilowatt transmitter radiates an ERP of 171 kw — another proven installation at Station CJLH-TV, Channel 7, Lethbridge, Alberta, Canada. The antenna is the AMCI 3-bay Type 1030-S with Type II null fill-in.

AMCI Type 1030 directional antennas provide a controlled horizontal pattern, adjustable to your particular service requirements. *Write for descriptive bulletin B-456.*

ANTENNA SYSTEMS — COMPONENTS
AIR NAVIGATION AIDS — INSTRUMENTS

AMCI ALFORD *Manufacturing Co., Inc.*
299 ATLANTIC AVE. BOSTON, MASS.

CONVENTION HEADQUARTERS

R. C. CRISLER & CO., INC.

(Fifth Third Bank Bldg., Cincinnati)

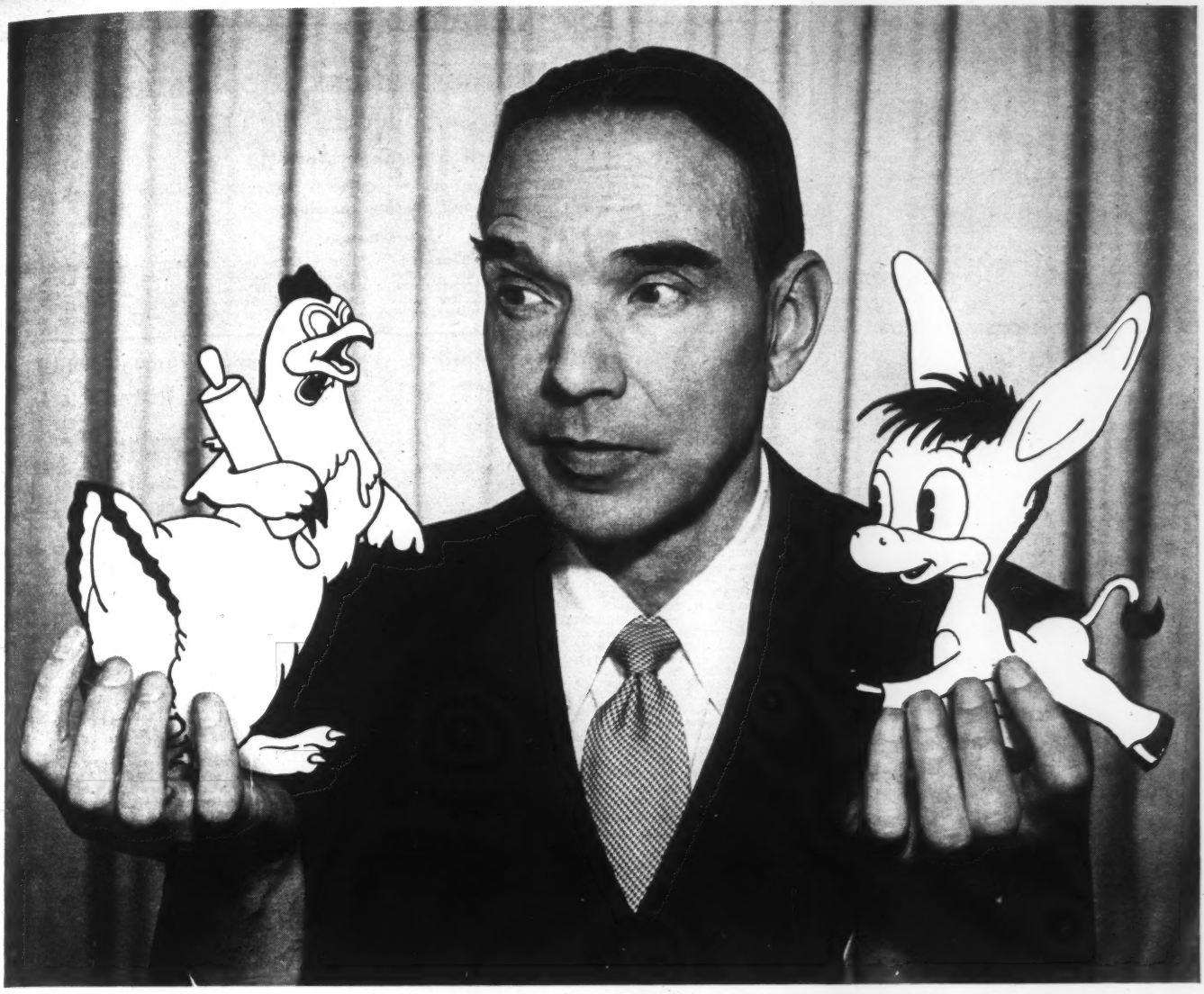
Radio and TV Station Brokers

HOTEL CONGRESS

Michigan Ave. at Congress St.

Telephone: HArrison 7-3800

R. C. Crisler **Paul E. Wagner**



"These little characters need low contrast for good TV reproduction. *HERE'S HOW WE GET IT!*"

says Frank M. Soule, Technical Supervisor, U M & M TV Corp., New York, N. Y.

"To look best on a TV screen, contrast range of film for telecasting must match the tone range of the TV tube," says Mr. Soule. "We get the image clarity and photographic definition our television clients demand with Du Pont Type 824 Low Contrast Positive Motion Picture Film."

U M & M TV Corporation distributes the largest library of short subjects now available. Their library includes *Clara Cluck, Yankee Doodle Donkey, Betty Boop, Raggedy Ann, Jasper* and many more – about 600 cartoon reels in all.

"With our large volume of reproduction and the consistent air quality required for each film, we have to be sure of getting the best print stock available," continues Mr. Soule. "For ease of handling and quality of finished film, Du Pont 824 is our choice – we use it exclusively."

WANT MORE INFORMATION? Contact your nearest Du Pont Sales Office or write, Du Pont Company, Photo Products Department, Wilmington 98, Delaware. In Canada, write the Du Pont Company of Canada Limited, Toronto.

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BOSTON 10, MASS.	140 Federal Street
CHICAGO 30, Ill.	4560 Touhy Ave., Lincolnwood
CLEVELAND 16, OHIO	2950 Center Ridge Road
DALLAS 7, TEXAS	1628 Oak Lawn Avenue
LOS ANGELES 38, CALIF.	7051 Santa Monica Boulevard
NEW YORK 11, N.Y.	248 West 18th Street
PHILADELPHIA 2, PA.	225 South 15th Street
EXPORT	Nemours Bldg., Wilmington 98, Delaware

DU PONT

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BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

DU PONT MOTION PICTURE FILM

Torey Southwick and his "second voice," Ol' Gus, spend 4½ hours a day with KMBC-KFRM listeners. These are profitable hours for advertisers because Torey's New Sounds in music and conversation have attracted a tremendous following.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

WOIC

PROGRAMS DIRECT TO 45% OF THE CENTRAL S.C. POPULATION

Of the 5 stations in Columbia, South Carolina ONLY WOIC programs direct to the 322,000 negroes in the thriving cental S. C. area.

IN ONLY 2 YEARS of broadcasting WOIC has achieved tremendous popularity through its consistent programming and use of outstanding negro personalities.

REACH A LOYAL AUDIENCE . . . use WOIC the largest Negro Radio Station in the Carolinas.

for availabilities write
Forjoe & Co. - Dora-Clayton Agency
or direct to WOIC

WOIC
COLUMBIA
SOUTH CAROLINA
MOST POWERFUL NEGRO STATION IN THE CAROLINAS

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B•T)
April 5 through April 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through April 11

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,837	2,836	226	382	164
Fm	536	529	48	23	1

FCC Commercial Station Authorizations
As of March 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,837	522	167
Cps on air	21	14	321
Cps not on air	115	12	109
Total on air	2,858	536	488
Total authorized	2,973	548	597
Applications in hearing	156	1	134
New station requests	262	4	24
New station bids in hearing	105	0	101
Facilities change requests	150	5	34
Total applications pending	788	50	286
Licenses deleted in March	0	3	0
Cps deleted in March	0	2	1

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through April 11

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	348	96	444
Noncom. Educ. on air	15	5	20

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	311	311	622[2]
Noncom. Educational	20	19	39[3]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	977	337	767	547	1,315[5]
Noncom. Educ.	61		34	27	61[4]
Total	1,038	337	801	574	1,375[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Presque Isle, Me.—Aroostook Bcstg. Corp. granted vhf ch. 8 (180-186 mc); ERP 11.8 kw vis., 7.6 kw aur.; ant. height above average terrain 354 ft., above ground 292 ft. Estimated construction cost $178,256, first year operating cost $188,000, first year revenue $210,000. Post office address 489 Main St. Studio location U. S. No. 1 and Maysville Rd. Trans. location 489 Main St. Geographic coordinates 46°, 43', 44" N. Lat., 60°, 00', 07" W. Long. Trans. and ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Secy.-Treas. **Harold D. Glidden** (49.4%), gen. mgr. **WAGM Presque Isle** and **WABM Houlton, Me.**; pres. **H. E. Humphrey** (23.7%), potato marketing, and **Francis J. Reardon** (23.7%), potato wholesaler, plus 18 other stockholders. Permittee owns WAGM and WABM. Granted April 11.

APPLICATIONS

Kalispell, Mont.—Northwest Video Inc., vhf ch. 8 (180-186 mc); ERP 106 w. vis., 64 w aur; ant. height above average terrain 198 ft., above ground 154 ft. Estimated construction cost $28,192, first year operating cost $36,000, revenue $36,000. Post office address Box 21, Kalispell. Studio and trans. location near Kalispell. Geographic coordinates 48° 12' 44" N. Lat., 114° 19' 37" W. Long. Trans. and ant. Gates. Legal counsel Merritt N. Warden, Kalispell. Consulting engineer Archer S. Taylor, Missoula, Mont. Principals include Pres. **G. Norman Penwell** (23.9%), 46% owner of **KBMN Bozeman, Mont.**, and minority owner of community tv, Bozeman; Vice Pres. **Bruce Hamilton** (17.9%), half-owner of P&H Co. (coin-operated tv sets), former chief engineer of **KXLL Missoula**, and presently minority owner of two community tvs; Treas. **John R. Penwell** (22.4%), minority community tv owner, and Mr. and Mrs. **Archer S. Taylor** (jointly holding 17.9%), jointly holding minority interest in **KBTK Missoula.** Filed April 10.

Victoria, Tex.—Alkek Television Co., uhf ch. 19 (500-506 mc); ERP 20 kw vis., 10.7 kw aur.; ant. height above average terrain 321.6 ft., above

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BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

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CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
W. E. Twining
111 Sutter St.
Exbrook 2-5671-2

ground 350 ft. Estimated construction cost $190,500, first year operating cost $70,000, revenue $75,000. Post office address Victoria Bank & Trust Bldg., Victoria. Studio and trans. location Victoria. Geographic coordinates 28° 47' 00" N. Lat., 96° 58' 16" W. Long. Trans. and ant. RCA. Legal counsel R. K. Prescott, Dallas Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner **Albert B. Alkek** is majority owner of **KNAL Victoria** and former 50% owner of **KNAL-TV Victoria.** Filed April 6.

PETITION

KBMN Bozeman, Mont.—Petitions FCC requesting amendment of Sec. 3.606 of FCC rules and regulations to shift ch. 12 from Helena, Mont., to Bozeman making one commercial vhf available to each place, instead of two vhfs in Helena, and no commercial vhf in Bozeman. Announced April 6.

Existing Tv Stations . . .

ACTIONS BY FCC

KDWI-TV Tucson, Ariz.—Granted mod. of cp to change ERP to 58.9 kw vis., 32.4 kw aur., install ant. system and make other equipment changes; ant. 3,660 ft. Announced April 9.

KFRE-TV Fresno, Calif.—Granted mod. of cp to move trans. location; change ERP to 219 kw vis., 112 kw aur., install DA system and make other equipment changes; ant. 2,000 ft. Announced April 9.

APPLICATIONS

KREX (TV) Montrose, Colo.—Seeks mod. of cp to change ERP to 616 w vis., 308 w aur., change type ant. and make other minor equipment changes. Ant. height: 65 ft. Filed April 6.

WTTV (TV) Bloomington, Ind.—Seeks cp to change aur. ERP to 60 kw, change trans. location to "on south side of Indiana Hwy. 252, approx. one mile southeast of Trafalgar, Ind.," and type ant. Ant. height: 999.5 ft.

ABC-XETV (TV) Tijuana, Mexico—ABC files application for permit to transmit programs broadcast by American Bcstg.-Paramount Theatres Inc. in U. S. by cable and/or other means to **XETV (TV) Tijuana** for live bcstg. following: (1) 1956 Republican National Convention commencing Aug. 13 and continuing for approx. five days; (2) 1956 Democratic National Convention commencing Aug. 20 and continuing for approx. five days; (3) pre-convention programs on Aug. 11 and 12 and Aug. 18 and 19, respectively, and (4) election night returns Nov. 6. Filed April 10.

APPLICATIONS AMENDED

WESH-TV Daytona Beach, Fla.—Files amendment to correct geographic coordinates and ant. height above average terrain. Ant. height: 308 ft. Amended April 5.

KIDO-TV Boise, Idaho—Files amendment to change ERP to 167 kw vis., 87 kw aur., and to substitute certain engineering exhibits. Amended April 6.

KOAT-TV Albuquerque, N. M.—Files amendment to change ERP to 87 kw vis., 44.12 kw aur., change ant. height and make minor equipment changes. Ant. height: 4,270 ft. Amended April 11.

WBUF-TV Buffalo, N. Y.—Files amendment to change ERP to 724 kw vis., 362 kw aur. and install DA system. Ant. height: 686 ft. Amended April 5.

WGBI-TV Scranton, Pa.—Files amendment to change ERP to 794 kw vis., 398 kw aur., and to make further ant. changes. Ant. height: 1,377 ft. Amended April 6.

CALL LETTERS ASSIGNED

KVIP (TV) Redding, Calif.—Shasta Telecasters, ch. 7.

KGMS-TV Sacramento, Calif.—Capitol Radio Enterprises, ch. 46.

WQIK-TV Jacksonville, Fla.—Southern Radio & Equipment Co., ch. 30. Changed from WOBS-TV.

KTVC (TV) Ensign, Kan.—Southwest Kansas Television Co., ch. 6.

WHYY-TV Philadelphia, Pa.—Metropolitan Philadelphia Educational Radio & Television Corp., ch. 35.

KUAM-TV Agana, Guam—Radio Guam, ch. 8.

New Am Stations . . .

ACTIONS BY FCC

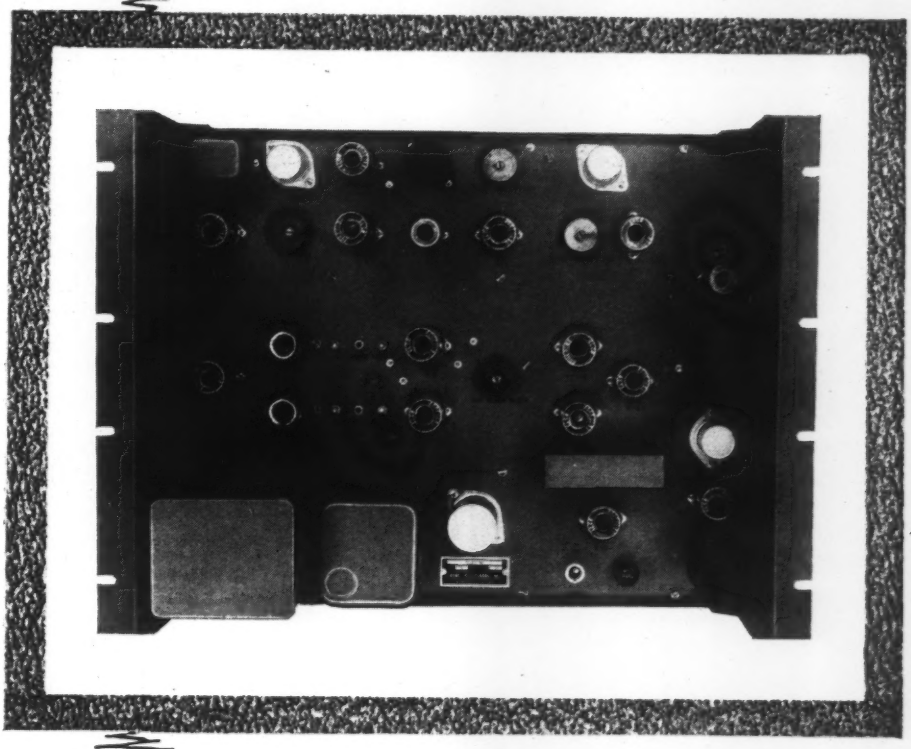
Little Rock, Ark.—Cecil W. Roberts and **Jane A. Roberts** application for new am to operate on 1450 kc, 250 w unl. dismissed at request of applicant. Action April 10.

Morris, Minn.—Western Minnesota Bcstg. Co. granted 1570 kc, 1 kw D. Post office address Clifford L. Hedberg, Cokato, Minn. Estimated construction cost $25,848.01, first year operating cost $30,000, revenue $40,000. Sole owner **Clifford L. Hedberg** is 50% owner of *Cokato* (Minn.) *Enterprise*, weekly newspaper. Granted April 11.

Lexington, Mo.—Jerrell A. Shepherd application for new am to operate on 1430 kc, 500 w D dismissed at request of applicant. Action April 6.

Big Spring, Tex.—J. Homer McKinley, granted 1270 kc, 1 kw D. Post office address 410 Petroleum

NEMS-CLARKE INCORPORATED



Type TS-1 Telesync

The Type TS-1 Telesync equipment has been designed specifically to meet the requirements for a high quality unit for generating RETMA sync signals when used in conjunction with a high fidelity TV receiver such as the NEMS-CLARKE TR-1 or equivalent.

The TS-1 will supply vertical driving pulses, horizontal driving pulses, mixed blanking and mixed sync. Its principle application is to replace a much more expensive synchronizing signal generator. In operation the TS-1 is supplied with a composite synchronizing signal usually obtained from an off-the-air receiver. The TS-1 breaks down this signal into its horizontal and vertical components and generates blanking signals.

The low cost and simplicity of operation as compared to a regular synchronizing signal generator is obtained by using the radiated signal of a television broadcasting station. This signal is picked up by a high quality TV receiver such as the NEMS-CLARKE TR-1. The video is removed and the sync only is supplied to the TS-1. It is then separated, delayed and mixed.

The TS-1 has been designed for reliable, continuous operation. Bathtub construction provides maximum accessibility to all tubes and controls from the front and small components from the rear. This construction is the same as that normally used in TV studio equipment.

VISIT OUR DISPLAY AT THE NARTB CONVENTION SUITE 542A

• *For Further Details Write Dept. M-1*

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Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

Outstanding
Quad-City Favorite
MORNING • AFTERNOON • EVENING
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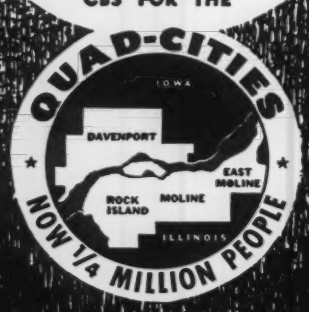

WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

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Your Best Answer is
HUGHEY & PHILLIPS, INC.
—the most dependable source of Obstruction Lighting Equipment.
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MODEL LC52-9AP Tower Lighting Control Unit (Outdoor type)
Photo-electric control (2 or 3 pole) Remote Phototube, Two-Circuit Flasher and Autotransformers.
MANY OTHER MODELS AVAILABLE
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Manufacturers of
300MM Code Beacons, Obstruction Lights, Photo-Electric Controls, Beacon Flashers, Microwave Tower Control & Alarm Units Remote Lamp Failure Indicator Systems, and Complete Tower Lighting Kits.
3300 NORTH SAN FERNANDO BLVD.
BURBANK, CALIF.
VISIT OUR DISPLAY
AT THE CONVENTION
ROOM 549

Bldg., Big Spring. Estimated construction cost $28,300, first year operating cost $40,000, revenue $60,000. Mr. McKinley is feed dealer. Granted April 11.

Harrisonburg, Va.—Wilkes Bcstg. Co. granted, 1360 kc, 5 kw D. Post office address P. O. Box 295, North Wilkesboro, N. C., estimated construction cost $29,851.67, first year operating cost $52,000, revenue $60,000. Applicant is licensee of **WKBC North Wilkesboro, WATA Boone, N. C.** Granted April 11.

APPLICATIONS

Redding, Calif.—Shasta Bcstg. Corp., 540 kc, 1 kw D. Post office address 1323 Yuba St., Redding. Estimated construction cost $21,021, first year operating cost $24,000, revenue $36,000. Principals own Shasta Telecasters, permittee of **KVIP (TV) Redding.** Filed April 10.

Ridgecrest, Calif.—Arthur M. Eckstrom, 990 kc, 500 w D. Post office address 607 E. California St., Pasadena. Estimated construction cost $9,363, first year operating cost $18,000, revenue $24,000. Mr. Eckstrom is teacher and former music dir. of **KLX Oakland, Calif.** Filed April 10.

Milford, Conn.—James W. Miller, 1260 kc, 500 w D. Post office address Shorehaven Rd., East Norwalk, Conn. Estimated construction cost $9,081, first year operating cost $52,000, revenue $78,000. Mr. Miller is 50% owner of **WESO Southbridge, Mass.,** owner of **WCAT Orange, Mass.,** and 49% owner of **WNAW North Adams, Mass.** Filed April 6.

Ferriday, La.—Miss-Lou Bcstg. Co., 1600 kc, 1 kw D. Post office address P. O. Box 163, Natchez, Miss. Estimated construction cost $14,043, first year operating cost $24,000, revenue $31,000. Sole owner is **Marie K. Zuccaro,** wholesale petroleum interests. Filed April 11.

Fallon, Nev.—Lahontan Valley Bcstg. Co., 1250 kc, 1 kw D. Post office address 20 South St., Winnemucca, Nev. Estimated construction cost $17,489, first year operating cost $27,000, revenue $38,000. Principals are equal owners **Lester W.** and **Katherine E. Pearce,** joint owners of 1/7 interest in **KWNA Winnemucca.** Interest in KWNA will be sold if present application is approved, Mr. and Mrs. Pearce said. Filed April 10.

Wilmington, N. C.—Cicero P. Yow, 980 kc, 1 kw D. Post office address Wallace Bldg., Wilmington. Estimated construction cost $19,470.80, first year operating cost $60,000, revenue $78,000. Mr. Yow, sole owner, is lawyer. Filed April 11.

Gresham, Ore.—John Truhan, 1380 kc, 500 w D. Post office address Rt. 1, Box 522, Longview, Wash. Estimated construction cost $10,500, first year operating cost $36,000, revenue $42,000. Mr. Truhan is 33.3% owner of **KGAE Salem, Ore.,** 50% owner of **KBAM Longview,** and former 21% owner of **KOMB Cottage Grove, Ore.** Filed April 11.

APPLICATIONS AMENDED

Caribou, Me.—Northern Bcstg. Co. cp for new am to operate on 600 kc, 1 kw D amended to make changes in ant. system (decrease height) and change ground system. Amended April 10.

St. Joseph, Mich.—Lake Broadcasters cp for new am to operate on 1400 kc, 250 w unl. amended to change name of applicant to **Maurice Humphrey, Carl L. Benson, Richard W. Lee** and **Ralph W. Newland,** d/b as Lake Broadcasters. Amended April 10.

APPLICATION RESUBMITTED

Slaton, Tex.—Star of the Plains Bcstg. Co. application for cp for new am to operate on 1050 kc, 250 w D resubmitted. Resubmitted April 5.

Existing Am Stations . . .

ACTIONS BY FCC

KVOD Denver, Colo.—Granted change from DA-1 to DA-N, continuing operation on 630 kc, 5 kw unl.; trans. to be operated by remote control from Midland Savings Bldg., while using non-DA. Action April 11.

WFBF Fernandina Beach, Fla.—Granted increase in power from 250 w to 1 kw, continuing operation on 1570 kc D; trans. to be operated by remote control from main studio site. Granted April 11.

WLPO LaSalle, Ill.—Granted increase in power from 250 w to 1 kw continuing operation on 1220 kc D. Granted April 11.

WEBB Baltimore, Md.—Granted increase in power from 1 kw to 5 kw, continuing operation on 1360 kc D. Granted April 11.

WORC Worcester, Mass.—Granted change on 1310 kc from 1 kw, DA-1 to 1 kw N, 5 kw-LS, DA-2. Granted April 11.

WKMF Flint, Mich.—Designated for hearing on application to increase D power from 1 kw to 5 kw and change from DA-1 to DA-2, operating on 1470 kc, 1 kw N; made **WKLZ Kalamazoo, Mich.,** and **WCHO Toledo, Ohio** parties to proceeding. Action April 11.

WBIP Booneville, Miss.—Granted mod. of license to change from unl. to specified hours; 6 a.m. to 6 p.m. Mon. through Sat., and 7 a.m. to 8 p.m. Sun. Granted April 11.

WRAW Reading, Pa.—Application for cp to change ant.-trans. location, change studio location, operate trans. by remote control, and make ant. system changes dismissed at request of attorney. Filed April 6.

KWFB Weatherford, Tex.—Application for mod. of cp to increase power from 250 w to 500 w, change ant.-trans. and studio location, request remote control operation of trans. and change station location from Weatherford to Fort Worth, Tex., dismissed at request of attorney. Action April 10.

APPLICATIONS

KRDG Redding, Calif.—Seeks mod. of cp to change ant.-trans. location, change studio location to 1124 Locust St., Redding, and make equipment changes. Filed April 11.

KFEL Pueblo, Colo.—Seeks mod. of cp to change trans. location and delete authority for remote control operation of trans. Filed April 11.

WABR Winter Park, Fla.—Seeks mod. of cp to increase power from 1 kw to 5 kw and make equipment changes. Filed April 10.

WPTZ Indianapolis, Ind.—Seeks mod. of cp to change proposed trans. location and specify studio location as Raymond St. between Sherman Dr. and S. Emerson Ave., Indianapolis. Filed April 5.

WGR Buffalo, N. Y.—Seeks authority to transmit baseball games played in Offerman Baseball Stadium at Buffalo to **CFRA Ottawa, Canada.** Filed April 11.

WKBS Mineola, N. Y.—Seeks cp to increase power from 250 w to 1 kw. Filed April 10.

KOAC Corvallis, Ore.—Seeks mod. of license to change name of licensee to Oregon State College. Filed April 6.

WCHF Chippewa Falls, Wis.—Seeks cp to increase power from 1 kw to 5 kw. Filed April 10.

KSPR Casper, Wyo.—Seeks cp to change studio location to E. Second St., .5 miles E. of Casper, and increase ant. height by adding tv ant. Filed April 10.

APPLICATION AMENDED

KLIF Dallas, Tex.—Application for cp to increase D power from 5 kw to 50 kw, change from DA-N to DA-2 and make equipment changes amended to change name of applicant to McLendon Investment Corp. Amended April 6.

APPLICATION RESUBMITTED

KIMA Yakima, Wash.—Resubmits application seeking mod. of license to change name of li-

(Continues on page 170)

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RADIO

Help Wanted

Managerial

Kentucky daytimer needs manager, manager-first phone, combo-first phone, also salesman with some announcing. Box 931F, B•T.

Need radio station manager with proved sales ability, for network station in southwestern competitive television market. Good living conditions. Real opportunity for permanent capable man. No floaters. Complete details including snapshot and beginning salary. Box 145G B•T.

Wanted—manager-engineer-announcer, 500 watts, Forest Miss. Good salary and percentage, Permanent. Write W. E. Farrar, Carrollton, Alabama.

Salesmen

Experienced salesman for Texas ABC station. Good market. Good deal. Box 929F, B•T.

Opportunity for aggressive, experienced salesman for 1000 watt fulltime. Central New York. Salary and draw against commission. Give experience, references and photo with first letter. Box 108G, B•T.

Southwestern network radio station needs permanent capable man who can sell in competitive radio and television market. Excellent opportunity for right man. Send complete details, including minimum salary and snapshot to Box 144G, B•T.

Let's talk about the South and station purchase possibilities in this prosperous growing area. I'll be at the Conrad Hilton, Chicago, during the NARTB Convention.

PAUL H. CHAPMAN CO.
84 PEACHTREE STREET
ATLANTA, GEORGIA

RADIO

Help Wanted—(Cont'd)

Salesmen

Midwest—experienced salesman to sell advertising films for motion picture production unit —20% commission—must travel. Box 189G, B•T.

Wanted—young experienced radio salesman who wants to break into tv. Midwest NBC affiliate will train. Liberal salary and commission. Send background information and photo to Box 201G, B•T.

Experienced radio salesman for Florida 5kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average pay please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

Salesman who can produce. Guarantee against commission. KCHR, Charleston, Missouri.

Salesman experienced, aggressive with ideas, 1000 watt Michigan daytimer, guarantee and bonus. Excellent potential. Photo, age, experienced references. Detroit Office WDOG, 316 Michigan Avenue, Detroit, Michigan.

Experienced time salesman for WJCM, Sebring, Florida. Good salary and commission. Will interview in Washington, D. C., if necessary. Apply WJCM, Sebring, Florida.

Saleslady, copywriter, 20 to 45, who wants to earn $100 to $150 weekly in leading network station, in largest rural market in the south. Opportunity for advancement, good working conditions. Salary and commission. Must be able to type, must have car. WKUL, Cullman, Alabama.

Announcer-salesman. Will teach sales if good announcer. Salary, commission, profit sharing. Earn up to $100 week. WPAZ, Pottstown, Pa.

Experienced salesman only for leading station in Michigan's 2nd city. Must be aggressive, top-notch calibre. We are only interested in men who have reached their peak in their present market and are now interested in moving into a large market. We'll give an excellent deal to the right man. Send full resume in first letter to WTAC, 740 S. Saginaw, Flint, Michigan.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Announcer with above average ability for above average small station in the east. Our staff has an above average deal. You must be experienced. We're not looking for network material but a level headed man who can run board and follow station policy. Good basic salary with increments. Box 850F, B•T.

Minnesota regional station needs news director. Good salary. Must be good announcer and able to type. Box 104G, B•T.

Wanted: Glib DJ—humurous adlib. Rhyming intros. Bright and breezey. Informal conversational (vernacular) style. Wanted by station Great Lakes area (Ill., Wis., Mich., Pa.) $125. Box 165G, B•T.

Announcer, personality disc jockey. Pennsylvania kw daytime. Ability and voice more important than experience. Box 227G, B•T.

Two experience announcer—need good combo man and top morning man. Send resume and tape. KGHF, Pueblo, Colo.

RADIO

Help Wanted—(Cont'd)

Announcers

Need immediately — announcer with 1st class ticket. Also good copywriter (male or female). Top salary to qualified personnel. Write, wire or call A. L. Andersen, General Manager, Radio Station KDSN, Denison, Iowa.

Announcer with first class license, experienced. Send history, tape and references by airmail to KMVI, Wailuku, Maui, Hawaii.

Due to expansion, need additional qualified announcer for network station. Excellent opportunity. Prefer southwestener or midwesterner. Complete details should include picture, minimum salary, tape. Manager KSWS, Roswell, New Mexico.

Somewhere there is an announcer-salesman who does sports, and will make in excess of $8,000 at WCLD in Cleveland, Mississippi. He can do production spots, has character and wants to settle permanently. Is this man you? The job is now open.

Housewives, grownups, and sponsors love our present mid-morning disc jockey . . . but, Uncle Sam loves him even more. You can replace him if: You can play music for an adult audience . . . You have "commercial" taste . . . You have a smooth mature delivery . . . If you like sponsors enough to adlib their messages from the heart. We'll guarantee $5,000 plus to the man who can keep our salesmen busy taking orders. Send everything first letter . . . resume . . . half-hour tape . . . picture . . . you may be called to appear for a personal interview, if your experience and style warrant. Don Lasser, WICH, Norwich, Connecticut.

Auditions now being held for early morning radio disc jockey and tv personality. Send background, picture and tape or disc to: Program Director, WOOD, Grand Rapids, Michigan.

Immediate opening. Combo announcer-engineer, announcing emphasis. $85.00. Forward tape, particulars. Melvin Stone, WRUM, Rumford, Maine.

Announcer, preferably some experience, no tapes. WVOS, Liberty, N. Y.

Wanted: Sportscaster for afternoon show. WWIN, Baltimore 1, Maryland.

Technical

Radio and television technical personnel. Midwestern city of half million. Good salary and working conditions. Other benefits. Finest equipment. First phone required. In reply state experience, education, draft status, and send snapshot. Box 940F, B•T.

Chief engineer—announcer—opportunity at growing successful fulltime station in medium-size southern city; excellent working conditions. Send complete resume with audition tape. Box 120G, B•T.

First class engineer-announcer, must be able to maintain 250 watt station, $75.00, 48 hours. WBIP Boonville, Mississippi.

Chief engineer with 1st phone for remote control am-fm operation. Send background, experience, photo, availability and salary requirements in first letter. Station Manager, WCLI, Corning, N. Y.

Engineer: First phone, GE am-fm transmitters, remote controls. No announcing. Good hours, pay. Send particulars to Manager, WCNB, Connersville, Indiana.

Needed: First class operator or combo man. Radio station WFNC, 1009 William Clark Road, Fayetteville, North Carolina. Write Chief Engineer giving experience and salary required.

Have immediate opening, chief engineer. Contact J. W. Betts, WFTM, Maysville, Kentucky.

Control room operator. Please write, stating experience and expected salary to Chief Engineer, WHCU, Ithaca, New York.

Wanted: Radio engineer first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead, Long Island, N. Y.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

News editor for editing news wire, gathering, reporting local news, very little board work; excellent opportunity on progressive fulltimer in expanding southern market. Send photo and resume with audition tape. Box 121G, B•T.

Top newsman wanted by big midwestern network affiliate. Extensive experience in radio news. Send full details. Box 236G, B•T.

Experienced continuity writer. Salary open. Must service accounts. Forward full information including photo and references to Manager, KFMA, Box 457, The Quint City's news and music station, Davenport, Iowa.

Newsman. Thoroughly experienced local reporter and wire editor. Authoritative presentation. For both tv and radio. Advise previous experience, references, and salary expected. Forward audition tape, including commercials and attach snapshot. Confidential. WAKR, 853 Copley Road, Akron 20, Ohio.

Experienced copywiter wanted immediately. Male or female. $65 a week to start. Excellent opportunity. Send resume. Don Lasser, WICH, Norwich, Conn.

Wanted May 15 or June 1, experienced continuity chief. Would handle all continuity and production spots. Good creative opportunity. Prefer experienced male or female. Lets exchange details. Friendly town of nine thousand. Progressive station. We have references, send yours. Box 162G, B•T.

Continuity writer, traffic, office, 1000 watt Michigan daytimer, $80.00 weekly to start, great potential. Send sample copy, photo, age, experience, references to Detroit Office, WDOG, 316 Michigan Avenue, Detroit, Michigan.

Position open for experienced female continuity writer. Send sample script, references, photo. Address General Manager, WLAC-Radio, Nashville, Tenn.

Situations Wanted

Managerial

Twenty years radio-television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 562F, B•T.

Salesmen

Radio-tv—13 years broadcast experience. Presently employed. Family man. Sober, reliable. Good sales record. Good references. Any good offers. Box 193G, B•T.

Declare me as a dependent! Would like to crack the sales barrier. Over three years announcing experience. No sales experience. Would like combination. Good appearance and background. Any questions? Complete confession on request. Box 208G, B•T.

Announcers

Announcing school graduate. Single, willing to travel, seeks employment in small station. Salary no problem. News, sports, DJ, board, tape. Write Box 915F, B•T.

Pops and jass DJ desires opportunity in metropolitan market. Have delivered audiences for 13 years. 37, married, 3 children, combat leg amputee WW II, very, very deep voice. Emcee, produced jass concerts. Steve Allen-type interviewer. You won't regret giving me this chance. Presently employed am-tv. Down to earth, no "cool" jargon. Box 956F, B•T.

Experienced announcer, DJ, reliable, ambitious, married, available immediately. Box 959F, B•T.

Announcer. First phone license. 5 years. Good commercial and news. Capable routine maintenance. Wants permanent and good. Appreciate full details. Box 110G, B•T.

Negro announcer, sales, single, 27, college background. Will travel. Available immediately. Box 175G, B•T.

Station manager. Staff announcer, strong news, smooth DJ, light but good experience. Much potential. Vet, travel. Box 176G, B•T.

Young deejay available immediately. 1½ years experience, strong news, commercials. Can handle sports. Broadcasting school grad. Box 177G, B•T.

Announcer, recent school grad. Strong news, DJ and baseball play-by-play. Will travel. Box 178G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 179G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Staff announcer. Top newscaster, excellent commercials, strong potential. Reliable, veteran, travel, tape. Box 180G, B•T.

DJ or announcing. General man Friday. Midwest Broadcasting School graduate. Locate anywhere. Box 182G, B•T.

Top network voice announcer seeks position California, New Mexico, Arizona, Texas. Capable, mature, married. Wide experience am-tv announcing, desire permanent return to native southwest. Presently employed, available two weeks notice. Box 186G, B•T.

Summer: General announcer, creative, college. Seeks position in northeast. Novel late evening style. Ex-GI. Available June, tape, references. Box 196G, B•T.

Young, experienced announcer desires Minnesota location. Will consider neighboring states. Box 199G, B•T.

Kentucky-Virginia. Announcer. First phone. Southerner. 4 years experience: Board, news, continuity, production, some sports. Married. 5 day, 40 hour week. Prefer day shift. Report after May 15. Box 202G, B•T.

Announcer-engineer: 8 years radio and tv. Midwesterner, reliable, sober. Married, 36, go anywhere. May 1 Employed. Box 203G, B•T.

Disc Jockey—sports announcer—salesman. Desire change to south immediate. Box 207G, B•T.

Announcer-DJ. Two years experience. Will travel. Young, sober, veteran. Box 210G, B•T.

Programming need a lift? Top survey deejay-sportscaster seeking large market. MC, news, special events experience. Ten years background. 34, lovely wife, children. Available June 1st. Box 213G, B•T.

Staff announcer—currently employed—wish to relocate in east—veteran. Box 215G, B•T.

First phone, 2 years midwest regional indie. Employed. Journalism degree. Married. Vet. Want midwest. Box 217G, B•T.

Summer replacement! Ohio University radio and television—3rd year. Want to make this business my profession, not a hobby! Box 219G, B•T.

Announcer, exceptional versatility all phases. DJ, sports, news, copy. 5 years experience. $100 minimum. Box 221G, B•T.

Can do, will do, do you. 1 year experience, news, DJ, good commercial. Operate board, remotes, third class ticket, permanent position. Box 224G, B•T.

Sportscaster with 7 years experience as sports director and play-by-play man at same station, desires to better himself. 34 years . . . married, father of three children. If you are a sports-minded station looking for an accurate, rapid-fire sportscaster and conscientious employee, I could be the answer. Box 228G, B•T.

2 years radio. Desire music-news operation, Charlie Doll, 907 Clinton, Hoboken, N. J. HO 4-9976.

Recent SRT graduate available 6-12 p.m. evenings, weekends unlimited. Metro New York or Phila. area. Conrad Dougherty, 157 W. 62nd Street, New York, N. Y. Circle 5-8894.

Sportscaster and general announcer, wants summer job. Two years commercial experience in all sports play-by-play. DJ, news, combo. I'll sell for you! Norris Love, WPRB, WPRB-FM, Princeton, New Jersey.

Able announcer. 8 years experience. Capable most phases . . . especially news. Write copy—local news. Excellent references. Any area considered. Tape available. Write Barry Ritenour—WKRT, Cortland, N. Y.

Six months experience. Cambridge graduate. Desires permanent position. Ambitious. Excellent background. Third ticket. Experience more important than salary. Bob Wayne, 134, Dyckman Street, New York 40, N. Y. LOrraine 9-2916.

Announcer-deejay: First phone; college degree; married. Former staff; news editor. Prefer California, consider elsewhere. Write, phone: Announcer, 1312 17th Street, Santa Monica, California. EXbrook 5-6495.

RADIO

Situations Wanted—(Cont'd)

Technical

Transmitter position wanted, have 2 years time, 1st phone, 33. Box 155G, B•T.

Chief engineer, experience am and fm. Thorough maintenance, some announcing. Will not turn down good offer as straight engineer. Married, car, available immediately. Box 181G, B•T.

Radio engineer—permanent, veteran, single, 27. Some experience, remote controlled am transmitter and studio engineer. Graduate May 18, RCA Institutes, Broadcasting Course. First phone. Relocate. Available May 23. Car. No announcing desired. Box 192G, B•T.

Engineer: Am-fm experience. Desired broadcasting opportunity in California. Excellent references. Box 222G, B•T.

1st class phone, versatile anouncer, college graduate, 12 years experience, $100.00 min. prefer Texas. Jim Lynn, Phone 8-4381, Orange, Texas.

Programming-Production, Others

Here's the right Negro girl for radio and tv! **Experienced. Single.** Will travel. Box 555F, B•T.

Experienced news editor: Last five years top-rated metropolitan tv—5kw newscaster. Establish newsroom, contribute experience existing facility. Favorite sport . . . scooping newspapers. Excellent voice, references, newspaper background. Employed, 32, college. Box 947F, B•T.

College grad with 2½ years experience as copywriter and parttime announcer wants to get into news work. Single, 26. Prefer California, Arizona, New Mexico or midwest. Available now. Box 190G, B•T.

Top-flight copywriter, young woman eight years in radio, will consider tv. Box 198G, B•T.

Presently employed network-owned 50kw, seeks position with smaller station as program director or other supervisor. Nine years experience southwest, midwest stations. Some tv. Production, traffic,announcing copy. Young man, single, administrative ability. Box 206G, B•T.

(Continued on next page)

CREATIVE TELEVISION COPYWRITER

Long established AAAA agency has outstanding opportunity for a top-notch woman to join the largest Radio-TV department in our area. The woman we are seeking can create far-better-than-average visual ideas for commercials, both live and film, plus hard-selling copy. We are a progressive, friendly organization offering unusually fine working conditions and employee benefits. Salary open. Please send, in confidence, resume and samples of work to:

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374 DELAWARE AVENUE

BUFFALO 2, N. Y. • MADISON 6020

TELEVISION

Help Wanted

Managerial

Wanted manager for new satallite television station—CBS affiliate—construction just starting, locating at Cimarron, in southwest Kansas. Must have experience in management and sales. Please advise experience, reference, expected salary etc. Southwest Kansas Television Co., Inc., Cimarron, Kansas.

Salesmen

Real opportunity for good earnings and advancement for experience tv salesman with major net affiliate in two station medium midwest market. Salary and commission. Send complete resume and photograph to Box 200G, B•T.

Help Wanted: Sale opportunity with top ARB rated station America's fastest growing market. Experienced necessary, $125.00 weekly draw against 12% commission. Write full details to Sales Manager, KVOA-TV Tucson, Arizona.

Channel 3 NBC affiliate in fast-growing market has opening for aggressive salesman with successful record in either tv or radio advertising sales. Incentive arrangement offers excellent opportunity build substantial earnings. Send complete information first letter, WSAV-TV, Savannah, Georgia.

Announcers

Experienced radio . . . top voice, commercial delivery. Far west 200,000 sets. Apply tape, background. Box 220G, B•T.

Tv announcer, versatile, experienced young man for teen show, children's show and commercial work. Experience and top recommendations a must for large Michigan vhf major market with network affiliation. Send photo, tape and resume. Good salary to right man. Box 233G, B•T.

Tv announcer. Send photo, film or audition disc as available, plus background and salary requirements. WTVR, P.O. Box 5228, Richmond, Virginia.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Announcer, Pleasant, mature appearance, with diversified interests, for news, sports, commercial work, who works best as part of a team. Contact Jim Robinson, WTWO, Bangor, Maine.

Technical

Transmitter engineer wanted for GE 50kw Channel 10 CBS affiliate. Job located 8 miles south of town of 5,000. $125 for 5 day week. Tv transmitter experience required, with GE vhf or uhf preferred. Box 147G, B•T.

Chief engineer for established Great Lakes area network vhf. Excellent opportunity for capable man. Send full resume to Box 158G, B•T.

Expanding operations in Nebraska have opening for assistant chief engineer or possible chief engineer depending upon qualifications and three staff engineers. Will be available at NARTB Convention for interviews. Contact J. G., Suite 1500A at Hilton. Box 218G, B•T.

Have opening for experienced tv studio control operator with first class radio-telephone license. Must have some camera experience for occasional relief shifts. R. A. Dettman, KDAL-TV, Duluth, Minnesota.

Programming-Production, Others

Large journalism school needs television newsman experienced in news photography, to teach, beginning June or September. Permanent. Can do graduate work. Box 930F, B•T.

Western television station needs creative, energetic promotion manager, full ideas and the ability to execute them. Please submit resume and photo. Good experience preferred but ability is what counts. Box 133G, B•T.

Experienced continuity writer, man or woman, for expanding large eastern network affiliate. Must be creative and willing to work. Forward copy samples and salary requirements with resume. Box 184G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Experienced news cameraman for sound and silent footage. News writing experience helpful. Must be able to process small amounts of film and have thorough understanding of local news. State salary requirements. Box 185G, B•T.

Top-flight, experienced promotion manager needed. Top network vhf in southeast with finest facilities. Write Box 234G, B•T.

Experienced switcher (PD) need immediately. Must have 1st class ticket. Also, versatile announcer. Send full details first letter, announcer send tape (7½ rpm), KSBW-TV, Salinas, California.

Situations Wanted

Managerial

Manager, commercial manager, or programming manager experienced all these phases tv and radio. Fourteen years experience include network and agency. 37 years old; excellent references; presently employed. Box 864F, B•T.

Announcers

Tv-announcer-producer, eight years radio-tv, in fourth year with successful children's tv show. Also strong on news, commercials, interviews, adlib. Have reached top in this market. Married, children. Will start for $7,000 plus talent. Box 204G, B•T.

Want man with tv experience? Not me. Want personable announcer ten years radio, all phases, especially deejay and sportscasting? That's me. Seeking large market. 34, married, family. Available June 1st. Box 214G, B•T.

Technical

Tv technician three years experience all phases studio operation, large midwest vhf. Second phone. Box 194G, B•T.

Studio engineer, all phases including film. Third phone, studing for first. Responsible family man. Paul Scibetta, 138 James Street, Lodi, N. J.

GEORGE STERLING SEZS . . .

OUR DOOR'S OPEN—COME SEE US DURING THE NARTB CONVENTION

Old friends and new are cordially invited to drop in at Northwest's suite during the convention for a moments relaxation with George Sterling and John Birrel. If you have any personnel needs you can bring these along, too, but you're welcome without them. George and John won't be selling a thing.

RADIO & TELEVISION

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3838

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-2322

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Art director of small operation (some sales service, technical direction). Prefer west or southwest. Box 102G, B•T.

News specialist—experienced news director, now in tv, equally capable writing and delivery, seek opportunity big tv market. Box 119G, B•T.

Producer-director tv—7 years with CBS in New York City. Also film and writing experience. Suitable for station or agency. Interested in potential. Box 188G, B•T.

Four years directing! . . . commercials—news—variety—remotes—dramas! Free lance announcer-emcee! Available June! Permanent! Desires metropolitan location! Box 197G, B•T.

Substantial tv-radio newsman-announcer now in midwest uhf open to substantial offer in west. Excellent news director or other supervisory. Box 209G, B•T.

Advertising-promotion-publicity manager. Versatile, strong on ideas, fast on the draw. Currently employed with major radio-tv stations in the east. Produced prize-winning results with small budget. Can tailor copy for high-minded pitch or hard-sell, write on-the-air promotionals and public service that sound fresh and new. Knows production in ads, direct mail, booklets, billboards, transit cards. Want a job with less protocol than present one. Background of four years in "big city" radio-tv, three years of newswriting, one year feature writing. Family man, will travel to position with stable future. Box 225G, B•T.

FOR SALE

Stations

$8,000 cash buys third interest, rural east coast kilowatt, making money. Leaving for health. Will sell only to PD-anonuncer. Box 230G, B•T.

Television station, vhf, 3rd in area, medium to larger market. Sale of assets priced at cost. Cash required $50,000. Buyer must be prepared to operate. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Sold. Listing AR-1. Final sale price symbol RB. My clients may mark their confidential brochure accordingly. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

We offer one of the finest lists of radio and tv buys in the United States. Ask for our bulletin. Free and no obligation. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Two station team, western Pennsylvania, operating in black, $150,000. Terms can be arranged. See John Hanly.

Maryland independent in fringe metropolitan market, $55,000, ½ down. See John Hanly.

Central Pennsylvania single station market independent in the black. Asking $100,000, $25,000 to $30,000 down. See John Hanly.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly, 1737 De Sales St., N. W., Washington, D. C.

Equipment

1-RCA TM-6B master monitor with field case. 1-Fairchild model 530, 3 speed turntable. 2-RCA lightweight tone arms wth filters and 1 mil and 3 mil heads. All in top shape—make offer. Box 183G, B•T.

Kay Electric calibrated mega-sweep, new condition, $350.00 RCA high frequency field intensity meter type 301-B, $400.00 Minitape tape recorder. $75.00. Chief Engineer, KVFD, Fort Dodge, Iowa.

Six (6) Machlett Laboratories 357B transmitter tubes in excellent condition. For use in Western Electric or other transmitters. Best offer takes them. Contact Charles R. Dickoff, General Manager, WBEV, Beaver Dam, Wisconsin. Phone Turner 5-4443.

1kw Western Electric 503 B-2 fm transmitter with Western Electric 1126-C limiter, 132 A amplifier, pre-emphasis network and Hewlett-Packard 335B fm monitor all in good condition. Write or call WLCS, Baton Rouge, La.

FOR SALE

230' base insulated self supporting tower. Heavy, galvanized. Now dismantled. WPAG-TV Ann, Arbor, Michigan.

Variable inductors for phasing up to 10kw. 30 microheney ribbon. $19.00 F.O.B. Send for photo, further information. Also UTC-LS 30 transformers, new, 2 for $13.00 postpaid. Paulson Electronics, 138 E. 6th Street, Clifton, N. J.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, Crystal regrinding etc. Reasonable prices, fastest service—Also station am monitor service. Over 20 years in the business. Eidson Electronic Co., Temple, Texas.

Boothe Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductible expense items. Write or call Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Executive car leasing company—Lease a new 1956 Cadillac for only $155.00 per month—Drive a new 1956 Cadillac without investing one cent. Low rental payments include license, taxes, insurance, registration fee. 100% tax deductible. No waiting for model, color or accessories you want. Other makes 1956 cars can also be leased at much lower rate. Call or write Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Television equipment: Camera lenses and optics from the world's largest source. Available from our stock. We are prepared to make prompt shipment from extreme wide angle to extreme telephoto. Color corrected, precision mounted optics now used by major chains. Lists available by return mail. Rental—purchase plan for tight budgets. Write Thomas James, Burke & James, Inc., 321 S. Wabash Avenue, Chicago 4, Illinois.

WANTED TO BUY

Stations

All, part or lease good radio property. Owner-manager, successful operator. Box 797F, B•T.

Small-medium station, Northcentral-northeast. Individual buyer-manager. Send details. Replies confidential. Box 967F, B•T.

Small-medium station in Kansas, Missouri, Oklahoma, Arkansas, Texas. Presently successful station manager. Box 187G, B•T.

Financially qualified principals interested in buying two or more vhf television stations in east or south, markets over 100,000 populations. All answers treated confidentially. Write Box 195G, B•T.

Statons wanted now. Private sales and independent appraisals. Texas, Oklahoma, Colorado, Kansas, Missouri, Arkansas. Ralph Erwin, Exclusive Broker of Theatres, Radio, Television properties. 1443 South Trenton, Tulsa.

Wanted: Midwest radio station—consider all offers. Edward J. Sendzik, 100 North LaSalle, Chicago 2, Illinois.

Equipment

Good used one kw am transmitter. Send description, best price. Box 216G, B•T.

Wanted—two four channel remote amplifiers. No home made equipment please. Write giving condition and price in first letter. Box 231G, B•T.

Wanted: 3 bay tv antenna for channel 2. Write to WHNL-TV, Apartado 1875, Monterrey, N. L., Mexico.

Wanted: 5 kw am transmitter, console, frequency and modulation monitor. Rt. 1, Box 371 P, Medford, Oregon.

INSTRUCTION

FCC first phone license. Personal coaching guaranteed. Speed course. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N.Y. CL 7-1366.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

RADIO

HELP WANTED

SALES ENGINEERS

Radio and TV broadcasts equipment manufacture has agencies in following territories

NORTHWEST
MIDWEST
SOUTH

Interesting traveling assignments selling to station engineers and executives. Must have technical radio background and selling personality for dealing with top-level engineering and managerial personnel. Please send detailed resume which will be treated in confidence to

Box 232G, B•T

RADIO SALESMAN WANTED!

Excellent opportunity for experienced salesman with Northern Ohio's only Clear Channel 50,000 watt station. Excellent commission potential. Write don't call. Send complete resume and recent picture to John McIntosh, Jr., Sales Manager, KYW, 815 Superior Ave., N.E., Cleveland 14, Ohio.

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference requird. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FARECAST, 1724 20th St., N. W., Washington 9, D. C.

RADIO

Help Wanted—(Cont'd)

Announcers

DISC JOCKEY

The top independent station in one of the nation's top 15 markets needs a *good* DJ. Must have real ability and a personality with a smooth sales approach. Only top men with proven experience need apply. Send tape and photo which will be returned.

Box 226G, B•T

Programming-Production, Others

WANTED! Traffic Mgr.

RADIO-TV

Excellent opportunity for young person to build a long-range career with one of California's leading Broadcasters. Complete charge Traffic Department. Typing 55 wpm. Shorthand helpful. Must be experienced either Radio or TV Traffic. For interview write, wire or telephone Irma Davis, Hudson 1-4631.

KCRA

310-10th St., Sacramento

TELEVISION

HELP WANTED

Programming-Production, Others

TV COPYWRITER WANTED

For immediate opening at midwestern VHF NBC-ABC affiliate. Experience preferred but will train you if you have good background and good potential. Salary open, depending upon qualifications. Please supply complete information including references, sample copy and employment record. For further information contact William Vaughn, WGEM-TV, Channel 10, Quincy, Illinois.

FOR SALE

Stations

MUZAK BUSINESS

In Northeastern State. Substantial and prosperous. Owner devoting time to other enterprises. $150,000.00.

Box 212G, B•T

INVESTORS WANTED

New firm entering into Radio and low power TV station operation looking for sincere investors. Circular upon request.

Tripex

Box 37

Bellefonte, Pa.

FOR SALE

Equipment

Self-Supporting Tower For Sale 270 Feet

Supports a Federal 8-Bay square loop FM antenna

Write or Call

William H. Harrison

407 N. 8th St

St. Louis 1, Mo.

Phone — Chestnut 1-3700

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.,

Portland 11, Oregon

WANTED TO BUY

WANTED

Used UHF Equipment

1 kw transmitter, frequency and modulation monitor, film chain and projector, audio and video switching. Master monitor, power supplies, etc. This is a cash deal. Please quote lowest package price and individual prices. Send to

Box 164G, B • T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS

WILLIAM B. OGDEN—10th Year

1150 W. Olive Ave.

Burbank, Calif.

Reservations Necessary All Classes

Over 1700 Successful Students

MISCELLANEOUS

AGGRESSIVE RADIO STATION desires to do long range direct mail campaign to local business. Will pay for original and unusual direct mail ideas successfull in other markets.

Reply Box 223G, B•T

FOR THE RECORD

(Continues from page 164)

censee to Cascade Bcstg. Co. Resubmitted April 10.

PETITION

Community Broadcasters Assn. Inc.—Petitions FCC requesting amendment of Part 3 of regulations and technical standards concerning power limitation of Class IV am stations to bring these stations up to social and economic level of broadcast industry in general by authorizing horizontal increase in maximum power of such stations from present 250 w to 1 kw. Announced April 6.

CALL LETTERS ASSIGNED

WCUM Cumberland, Md.—Western Maryland Bcstg. Co., 1230 kc, 250 w unl. Changed from WDYK.

WISK St. Paul, Minn.—South St. Paul Bcstg. Co., 1590 kc, 5 kw D. Changed from WCOW, effective May 14.

KBHM Branson, Mo.—Shepherd of the Hills Bcstg. Co., 1220 kc, 250 w D.

KLOS Albuquerque, N. M.—B&M Broadcasters, 1450 kc, 250 w unl.

WPHB Phillipsburg, Pa. — Moshannon Valley Bcstg. Co., 1260 kc, 1 kw D.

KKOG Ogden, Utah—KOPP Inc., 730 kc, 1 kw D. Changed from KOPP, effective April 9.

KWIC Salt Lake City, Utah—Dale R. Curtis, 1470 kc, 1 kw D.

New Fm Stations . . .

ACTION BY FCC

Binghamton, N. Y.—Triangle Publications Inc. granted 98.1 mc, 4.7 kw. Post office address 400 N. Broad St., Philadelphia. Estimated construction cost $8,525, first year operating cost $3,600, revenue none. Permittee is owner of **WFIL-AM-TV Philadelphia, WLBR-TV Lebanon, WFBG-AM-TV Altoona,** all **Pa.,** and **WNBF-AM-TV Binghamton.** Granted April 11.

APPLICATIONS

Toledo, Ohio—Hillebrand Electronics, 92.5 mc, 10 kw unl. Post office address 1852 Atwood Rd., Toledo. Estimated construction cost $7,100, first year operating cost $15,200, revenue $16,000. Sole owner is **William A. Hillebrand.** Hillebrand Electronics provides wired music and sound equipment service. Filed April 10.

Bloomsburg, Pa.—Bloom Radio, 106.5 mc, 10 kw unl. Post office address 107 Main St., Bloomsburg. Estimated construction cost $21,400, first year operating cost $3,000, revenue none. Sole owner is **Harry L. Magee,** licensee of **WHLM** Bloomsburg. Filed April 5.

Existing Fm Stations . . .

ACTIONS BY FCC

WMIN-FM St. Paul, Minn.—License and call letters deleted. No renewal filed. Action April 10.

WHYY (FM) Philadelphia, Pa.—Application for cp to make changes in licensed station returned (improperly filed). Action April 10.

APPLICATION

WCBE (FM) Columbus, Ohio—Seeks mod. of cp to change to 90.5 mc. Filed April 11.

Ownership Changes . . .

ACTIONS BY FCC

WEDR Birmingham, Ala.—Granted assignment of license to **Edwin H. Estes** for $105,000. Mr. Estes is owner of **WMOZ Mobile, Ala.** Granted April 11.

KCNA Tucson, Ariz.—Granted transfer of control to **George W.** and **Harry B. Chambers** for $35,574. Transferor, **Erskine Caldwell,** will retain 700 of now 5,825 outstanding shares. Granted April 11.

KWAK Stuttgart, Ark.—Granted transfer of control to **Melvin P. Spann** for $30,000. Mr. Spann, formerly 50% owner, is now sole owner. Granted April 6.

KTLN Denver, Colo.—Granted assignment of control to Radio Denver Inc. for $300,000 plus signing of four-year non-competition agreement for $50,000. Principals are Pres. **Richard B. Wheeler** (22.16%), former general manager of **WTRI (TV) Albany, N. Y.**; Asst. Secy. **Burton K. Wheeler** (22.33%), attorney and former U. S. senator; Vice Pres.-Secy. **John L. Wheeler** (22.16%), asst. secy. and Pacific Coast counsel of Sears, Roebuck & Co.; **Robert L. Howsam** (16.67%), pres.-general manager of Denver Bears (baseball), and **Edwin C. Johnson** (16.67%) former U. S. senator and presently governor of Colorado. Granted April 11.

WKTL Kendallville, Ind.—Application for assignment of license to **Noble DeKalb Bcstg. Co.** returned to applicant (filed on wrong form). Action April 10.

WTSN Dover, N. H.—Granted assignment of permit to **WTSN Inc.** Corporate change only; no change in control. Granted April 6.

WTKO Ithaca, N. Y.—Granted assignment of cp

to **Radio Ithaca Inc.** Corporate change only; no change in control. Announced April 9.

WLNA Peekskill, N. Y.—Granted acquisition of negative control by present stockholders **Francis V. Lough** and **Irving E. Cottrell.** Corporate change. Granted April 5.

KGAE Salem, Ore.—Granted assignment of license to **KGAE Inc.** Action permits incorporation of present stockholders. Action April 11.

WCDL Carbondale, Pa.—Application for transfer of stock of licensee corp. from **Roy T. Merkel** to Carbondale Bcstg. Co. returned (unnecessary). Action April 10.

KWAT Watertown, S. D.—Granted transfer of control to **Life Companies Inc.** through stock transaction involving present licensee **Midland National Life Insurance Co.** No consideration. Life Insurance is controlling stockholder of **WJDX Jackson, Miss.** Granted April 11.

KEAN Brownwood, Tex.—Granted assignment of license to KEAN Radio Corp. for $20,000. Principals are equal partners Pres. **Joe Henry Childs,** county clerk, Brown County, Tex.; Vice Pres. **Clifford Edwin Farren,** and Secy.-Treas. **Clifton James Farren,** musicians. Granted April 11.

KXOX Sweetwater, Tex.—Granted assignment of license to Radio KXOX for $85,000. Sole owner **F. L. Ledbetter** is retail dry goods dealer. Granted April 11.

WAPC Waupaca, Wis.—Granted transfer of control to Chain O'Lakes Bcstg. Corp. with voting trust, consisting of 52% of outstanding stock set up. Will be controlled by part owner **Harry Vose** and engineer **Nathan Williams.** Other corporate principals resigned from corporation to permit trust. Granted April 11.

KIPA Hilo, KHON Honolulu, Hawaii—Granted transfer of control to **Ira G. Mercer** for $1,530 plus assumption of $78,470 note. Mr. Mercer is presently 24% owner of licensee of KHON which owns majority interest in licensee of KIPA. Granted April 11.

APPLICATIONS

KNAC-TV Fort Smith, Ark.—Seeks involuntary transfer of control to **Salome Nakdimen,** administratrix of estate of **Hiram S. Nakdimen,** deceased. Filed April 11.

KOTN Pine Bluff, Ark.—Seeks transfer of control to **B. J. Parrish** for $10 and other considerations involving notes not specified. Mr. Parrish, 50% owner, will own 100%. Filed April 10.

KFAC-AM-FM Los Angeles, Calif.—Seek assignment of licenses to **Los Angeles Bcstg. Co.** Change in corporate structure only; no change in control. Filed April 6.

WBIA Augusta, Ga.—Seeks assignment of license to Augusta Bcstg. Co. for $85,000. Principals are Pres.-Treas. **W. Ray Ringson** (70%), former 20% owner of **WRDW-AM-TV Augusta;** Mrs. Ringson, secy. (30%), housewife, and Vice Pres. **James R. Owens Jr.,** former manager WRDW-AM-TV. Filed April 10.

KIFI Idaho Falls-KWIK Pocatello, Idaho—Seek transfer of negative control to **J. Robb Brady Trust Co.** for $47,799. Brady Trust, minority owner, will hold 91.67%. Filed April 10.

KOSE Lewiston, Idaho—Seeks assignment of license to Lewis Clark Bcstg. Co. for $6,000. One-third owner **Boyde W. Cornelison** is retiring from company. Remaining owners **Eugene A. Hamblin** and **John H. Matlock** will each hold 50%. Filed April 10.

WEBQ-AM-FM Harrisburg, Ill.—Seek transfer of control to **First Trust Assn.** Filing is to indicate changes in trustees. Filed April 10.

WCAO-AM-FM Baltimore, Md.—Seek assignment of lisenses to **Plough Bcstg. Co.** for $590,710. Plough is owner of **WJJD Chicago, WMPS Memphis, Tenn.,** and has filed for assignment of licenses of **WCOP-AM-FM Boston.** (See below.) Filed April 6.

WCUM Cumberland, Md.—Seeks assignment of license of station (formerly WDYK) to **Tower Realty Co.** Corporate change only; no change in control. Filed April 10.

WCOP-AM-FM Boston, Mass.—Seek assignment of licenses to **Plough Bcstg. Co.** for $457,500. Plough is owner of **WJJD Chicago, WMPS Memphis, Tenn.,** and has filed for assignment of licenses of **WCAO-AM-FM Baltimore, Md.** (See above.) Filed April 5.

WREB Holyoke, Mass.—Seeks transfer of control to **Bertha C. Wakelin,** *et al.* Transaction is change from corporate status to individual stockholders. Filed April 10.

WLEW Bad Axe-WHLS Port Huron, Mich.—Seek assignment of licenses to Stevens-Wismer Bcstg. Co. for $33,333. Part owner **Herman L. Stevens** is selling his 33.3% interest to remaining equal owners **John F. Wismer** and **Harmon L. Stevens.** Filed April 10.

WTYN Tryon, N. C.—Seeks assignment of license to Polk County Broadcasters for $36,000. Principals are partners **Graves Taylor** (40%), writer-advertising agent; **Henry G. Bartol Jr.** (40%), business interests not specified, and **Joseph D. Kerby** (20%), 50% owner of retail grocery. Filed April 10.

KGLC Miami, Okla.—Seeks transfer of control to **George L. Coleman,** *et al,* for $13,890. Sale is to licensee corp. and does not affect control. Filed April 10.

KVLH Pauls Valley, Okla.—Seeks assignment of license to Garvin Bcstg. Co. for $40,000. **Warren J. Fortier,** sole owner, is automobile dealer, 33% stockholder **KMRC Morgan City, La.** Filed April 11.

WACH-AM-TV Newport News, Va.—Seek involuntary assignment of license and permit, respectively, to **Russell A. Collins,** trustee. Filed April 10.

Publications' Status

PART 3 of the FCC's rules governing radio broadcast services, revised Nov. 3, 1955, and effective Jan. 2, is now on sale by the Supt. of Documents, Government Printing Office, Washington, for $1.50 per copy. The Commission does not make public distribution.

The revision is a single edition containing all the rules, regulations and technical standards for am, fm and tv.

Engineering charts and graphs contained in the revised Part 3 also may be purchased as a separate publication from the Supt. of Documents. This pamphlet, "FCC Broadcast Engineering Charts," sells for $1.00 per copy.

Maps on "Estimated Ground Conductivity in the U. S." (Figure M-3) are still available from GPO at $3.50 a set.

"FCC Ground Wave Propagation Curves" for am, formerly sold by the Supt. of Documents for $1.75 per copy, is no longer available.

Hearing Cases . . .

FINAL DECISION

Presque Isle, Me.—FCC made effective initial decision and granted application of Aroostook Bcstg. Corp. for new tv to operate on ch. 8 in Presque Isle. Action April 11.

INITIAL DECISIONS

WWCS Bremen, Ga.—Hearing Examiner Basil P. Cooper issued initial decision looking toward (1) setting aside Commission Dec. 21, 1955, memorandum opinion and order which postponed effective date of Nov. 2 grant of application of West Georgia Bcstg. Co. for new am station (WWCS) to operate on 1440 kc, 500 w D in Bremen, pending hearing based on protest by **WLBB Carrollton, Ga.;** and (2) reinstating and affirming said grant. Announced April 9.

Ambridge-Tarentum, Pa.—Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of Miners Bcstg. Service Inc. for new am to operate on 1460 kc, 500 w D, in Ambridge, Pa., and denial of mutually exclusive application of Louis Rosenberg, Tarentum, Pa. Action April 11.

OTHER ACTIONS

Daytime Skywave—FCC amended Footnote 10 (b) to Sec. 1.371 of rules, effective immediately, to extend provisions to include among categories of applications to be held without action, pending conclusion of D skywave proceeding, applications for new unl. Class II facilities in Alaska, Hawaii, Virgin Islands and Puerto Rico specifying clear channel frequencies set forth in Sec. 3.25 (a) which propose to operate differently during D and N, also applications for changes, other than frequency, proposing unl. Class II stations in these territories specifying Sec. 3.25 (a) frequencies where resulting D and N operations are different, and it is proposed to either (a) change D operation resulting in increase in radiation towards normally protected contour of U. S. Class I station on channel, or (b) change trans. location resulting in material reduction in distance from station to normally protected contour of U. S. Class I station on channel. Action stems from petition by **WHO Ames, Iowa,** for amendment in order to apply same procedure to applications for Class II authorizations on both 1-A and 1-B clear channels. Action April 11.

Remote Control—FCC invites comments by June 1 to notice of proposed rule-making on petition by NARTB to amend am, fm, and noncommercial fm rules to broaden scope respecting remote control operation to include those stations operating with DA and with powers in excess of 10 kw. Present regulations permit remote operation, subject to certain conditions, only by am non-DA and fm stations operating with power not in excess of 10 kw. Commission also requests comments on whether, in event proposed amendments are adopted, each proposal for remote operation with DA should be accompanied by sworn statement, by competent engineer, describing operational stability of array, with monitoring point readings, proof of performance and other engineering data; whether other rules respecting meters and operating logs should be revised; also whether *all* future remote control authorizations should be conditioned upon installation of equipment that will permit satisfactory operation on Conelrad frequency assigned and necessary switching from station's assigned frequency to Conelrad frequency. Announced April 11.

KDMS El Dorado, Ark.; Twin-City Bcstg. Co., Shreveport, La.—Designated for hearing on applications of KDMS to increase power from 1 kw to 5 kw, operating on 1290 kc, D and Twin-City for new am to operate on 1300 kc, 1 kw D. Action April 11.

Manitou Springs, Colo.—FCC (1) granted motion of Garden of Gods Bcstg. Co., Manitou Springs, to set aside examiner's order declaring Garden in default in proceeding on its application for new am (1490 kc) and that of Taylor Bcstg. Co. (1460 kc), Colorado Springs, Colo., and (2) dismissed as moot Broadcast Bureau petition to dismiss with prejudice Garden application and to remove Taylor application from hearing. Action April 11.

WKNB-TV New Britain, Conn.—FCC (1) amended issues in proceeding on applications for mod. of cp for **WKNB-TV New Britain,** and for transfer of control of that station from New Britain Bcstg. Co. to NBC; (2) ordered full evidentiary hearing in lieu of oral argument, and (3) denied in all other respects petitions by **WNHC-TV New Haven** and **WATR-TV Waterbury, Conn.,** who are parties to proceeding, and dismissed as moot petition by **WGR Corp.** to designate application for hearing and consolidation. Action April 11.

Bremen, Ga.—FCC, on motion by **WLBB Carrollton, Ga.,** protestant, amended hearing issues in proceeding on application of West Georgia Bcstg. Co. for new am in Bremen. Action April 11.

New Castle-Salem, Ind.—FCC denied appeal and petition filed by Courier-Times Inc., New Castle, Ind., and Broadcast Bureau, respectively, seeking review of examiner ruling which held that, in order to expedite hearing matters, evidence initially would be taken on two issues only in proceeding involving am applications of Courier and **WSLM Salem, Ind.** Action April 11.

WMEX Boston, Mass.—FCC denied petitions of **WMEX Boston** for reconsideration and grant without hearing of its application for renewal of license, and for revision of notice of hearing or for bill of particulars. Action April 11.

WJRT (TV) Flint, Mich.—Hearing Examiner Herbert Sharfman issued supplemental initial decision looking toward affirming ordering clause of initial decision of Jan. 17 setting aside Commission action of June 8, 1955, and reaffirming and reinstating April 14, 1955, grant for mod. of cp of **WJRT (TV) Flint,** to move trans. site from point southeast of Flint (Clarkston) to point northwest of Flint (Chesaning), make ant. changes and change studio location in Flint. Action April 5.

WCOC-TV Meridian, Miss.; Laurel Tv Co., Laurel, Miss.—Designated for hearing on applications of WCOC-TV for mod. of cp to operate on ch. 7 in Pachuta in lieu of ch. 30 in Meridian and Laurel Tv for new tv to operate on ch. 7 in Laurel. Action April 11.

WIIC (TV) Pittsburgh, Pa.—FCC granted petitions of **WENS (TV) Pittsburgh** to extent of amending hearing issues in proceeding involving applications of **WWSW Pittsburgh** and **Pittsburgh Radio Supply House Inc.** for new tv on ch. 11 in Pittsburgh, and for mod. of cp of **WIIC (TV) Pittsburgh** so that evidence adduced under issues specified for hearing with respect to mod. application be considered in determining whether original grant to WWSW should be set aside; denied petitions in all other respects. Action April 11.

WGRF Aguadilla, P. R.—FCC denied Jan. 19 petition by **WABA Aguadilla,** requesting "ruling on economic issue in licensee's petition for reconsideration" directed to Commission Jan. 4 action which denied WABA's petition for reconsideration of Oct. 12 grant to Jaicoa Bcstg. Corp. for new am (WGRF) to operate on 1340 kc, 250 w unl. in Aguadilla. Action April 11.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Canadian stations mod. appendix containing assignments of Canadian stations attached to recommendations of the North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Change List #101 **March 15, 1956**

600 kc

CFCF Montreal, P. Q.—(Changes in trans. site and ant. pattern only), 5 kw unl. Class III. 3-1-57.

800 kc

CJBQ Belleville, Ont.—(PO: 1230 kc, 250 w), 1 kw unl. Class II. 3-1-57.

1070 kc

CJET Smiths Falls, Ont.—(PO: 1070 kc, 250 w), 1 kw D. Class II. 3-1-57.

1500 kc

Port Hope, Ont.—(New), 1 kw D. Class II. 3-1-57.

1560 kc

CFRS Simcoe, Ont.—(Assign. of call letters), 250 w D. Class II.

1570 kc

Portage la Prairie, Manitoba—(New), 250 w unl. Class II. 3-1-57.

1480 kc

CHUB Nanaimo, B. C.—(Delete assignment), 1

IN MICHIGAN

YOUR "BEST" RADIO BUY IS:

WBRN—Big Rapids
WCBY—Cheboygan
WTVB—Coldwater
WMLK—Dowagiac
WMRP—Flint
WBFC—Fremont
WBSE—Hillsdale
WHTC—Holland
WHGR—Houghton Lake
WION—Ionia
WIKB—Iron River
WJMS—Ironwood*
WKLA—Ludington
WMTE—Manistee
WMDN—Midland
WCEN—Mt. Pleasant
WKNK—Muskegon
WSTR—Sturgis

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WHTN-TV BASIC ABC

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Huntington, W. Va. Huntington 3-0185

kw unl. Class III.

Routine Roundup . . .

April 5 Decisions

ACTIONS ON MOTIONS
By Comr. Rosel H. Hyde

Boston, Mass.—Granted joint petition of WHDH Inc., Massachusetts Bay Telecasters Inc., and Post Pub. Co., Boston, for an extension of time until April 16 to file replies to exceptions to initial decision in ch. 5 proceeding, Boston. Action March 30.

Broadcast Bureau—Granted petition for extension of time to April 10 to file responses to petition of **WPLA Plant City, Fla.**, for dismissal of application of R. E. Hughes, Auburndale, Fla., or, in alternative, for enlargement of issues. Action March 29.

By Chief Hearing Examiner James D. Cunningham

Raymac Inc., Palatka, Fla.-Radio Starke, Starke, Fla.—Granted petition of Starke for dismissal without prejudice of its am application, and retained in hearing status Raymac application. Action April 3.

By Hearing Examiner Jay A. Kyle

Coos Bay, Ore.—Ordered prehearing conference will be held April 12 re am application of Coos County Broadcasters, Coos Bay, Ore. Action March 29.

KFNF Shenandoah, Iowa—Ordered that hearing scheduled for April 16 re am application of **KFNF Shenandoah** for cp to change ant.-trans. location and increase ant. height, be continued to May 7. Action April 3.

By Hearing Examiner Herbert Sharfman

Grand Prairie, Tex.—Issued statement and order after prehearing conference setting forth following timetable which shall apply in am proceeding re Grand Prairie Bcstg. Co., Grand Prairie, (a) exchange of written case May 8, at 5 p.m.; (b) further conference May 15; (c) commencement evidentiary hearing May 22 (continued from April 23). Action April 3.

By Hearing Examiner Hugh B. Hutchison

KLAS Las Vegas, Nev.—On examiner's own motion, continued without date hearing scheduled for April 12, re am application of **KLAS Las Vegas.** Action April 4.

WPLA Plant City, Fla.—Granted petition for extension of time to April 10 to file pleading in opposition to petition for leave to amend am application, filed March 28 by R. E. Hughes, Auburndale, Fla., competing applicant. Action April 3.

WABC New York, N. Y.—Granted motion for continuance of hearing conference from April 4 to April 10, re applications of **KOB Albuquerque, N. M.**, for mod. of cp and for license to cover cp as mod. Action April 3.

Lorain, Ohio—Granted joint motion of **WSPD Toledo, Ohio,** and **WTTH Port Huron, Mich.**, respondents in proceeding re am application of Sanford A. Schafitz, Lorain, Ohio, for extension of time to April 6 for submission of hearing exhibits of these parties to counsel for applicant and Commission's Broadcast Bureau. Action April 3.

By Hearing Examiner J. D. Bond

Broadcast Bureau—Granted petition for extension of time from April 2 to April 13 to file proposed findings and conclusions and from April 20 to May 4 for filing reply briefs in ch. 13 proceeding, Biloxi, Miss., involving applications of Radio Associates Inc. and WLOX Bcstg. Co. Action April 2.

Tahlequah-Bartlesville, Okla.—Ordered conference April 19 re am applications of Stephenville Bcstg. Co., Tahlequah, and Osage Bcstg. Co., Bartlesville. Action April 3.

By Hearing Examiner Thomas H. Donahue

Seattle, Wash.—Upon request of Puget Sound Bcstg. Co. and with consent of other participants, ordered further hearing in ch. 7 proceeding, Seattle (Queen City Bcstg. Co. *et al.*), is continued from April 9 to April 12. Action April 2.

New Castle-Salem, Ind.—On petition of chief of Broadcast Bureau and with consent of other participants, extended date for filing proposed findings and conclusions from April 2 to April 12, re applications of Courier-Times Inc., New Castle, and **WSLM Salem, Ind.** Action April 2.

Shreveport, La.—Upon oral request of Broadcast Bureau and with consent of other participants, ordered hearing be continued from April 4 to April 25 re am application of Twin-City Bcstg. Co., Shreveport. Action April 3.

By Hearing Examiner H. Gifford Irion

Broadcast Bureau—Granted petition for extension of time from April 3 to April 10 for submission of proposed findings of fact and conclusions and with permission for reply findings to be filed not later than April 27, re application of **WOI Ames, Iowa,** for SSA to operate additional hours from 6 a.m. to local sunrise, CST, with 1 kw. Action April 2.

April 5 Applications

Accepted for Filing
Modification of Cp

WCAT Orange, Mass.—Seeks cp to delete request for remote control operation of trans.

Remote Control

WEST-FM Easton, Pa.

Renewal of License

KRIB Mason City, Iowa; KAYS Hays, Kan.; KSAL Salina, Kan.; KFAB Omaha, Neb.

April 6 Applications

Accepted for Filing
Renewal of License Amended

KAUS Austin, Minn.—Application for renewal of license amended to change name to Minnesota-Iowa Television Co.

Remote Control

KRAI Craig, Colo.; KIND Independence, Kan.; WEST Easton, Pa.; WKBO Harrisburg, Pa.; KSOO Sioux Falls, S. D.

Modification of Cp

WMYN Mayodan, N. C.—Seeks mod. of cp (as mod., which authorized new am) for extension of completion date.

April 9 Decisions

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of April 6

WCKB Dunn, N. C.—Granted permission to sign-off at 7 p.m. during May through July.

KMLW Marlin, Tex.—Granted permission to sign-off at 6:30 p.m. May through August.

WDTV Cruz Bay, Virgin Islands—Granted extension of completion date to 5-4-56.

Following stations were granted authority to operate trans. by remote control: **KRAI Craig, Colo.; KSOO Sioux Falls, S. D.; WEST Easton, Pa.; WKBO Harrisburg, Pa.; KIND Independence, Kan.**

Actions of April 5

WLOA Braddock, Pa.—Granted permission to sign-off 6 p.m. April 15 to Oct. 1.

WKOX Framingham, Mass.—Granted permission to sign off 7 p.m., EST, for months of June and July.

WMTI (FM) Norfolk, Va.—Granted license for noncommercial-educational fm station; 91.5 mc; 1.45 kw, unl.

WEQR (FM) Goldsboro, N. C.—Granted license covering changes in licensed fm station; 96.9 mc; 41 kw, unl.

Following were granted extensions of completion dates as shown: **WMES Union City, Tenn.** to 6-30-56; **KCCO Lawton, Okla.**, to 6-16-56; **WNMP Evanston, Ill.**, to 8-23-56.

Actions of April 4

Following were granted licenses for am stations: **KRFC Rocky Ford, Colo.; KOFI Kalispell, Mont.; KFML Denver, Colo.**

KMYR Denver, Colo.—Granted license covering change of facilities, change in trans. location and installation of DA-1.

WEST-FM Easton, Pa.—Granted authority to operate trans. by remote control from 516 Northampton St.

KAMD Camden, Ark.—Granted mod. of cp to change ant.-trans. location.

Following were granted extensions of completion dates as shown: **WSYD Mt. Airy, N. C.** to 8-28-56; **WSPD-TV Toledo, Ohio,** to 11-2-56; **WCBE Columbus, Ohio,** to 6-1-56.

Actions of April 3

WNBH-FM New Bedford, Mass.—Granted license covering changes in licensed station.

Following stations were granted authority to operate trans. by remote control: **WDVA Danville, Va.; WIRE Indianapolis, Ind.; WHEE Martinsville, Va.**

Following were granted extensions of completion dates as shown: **WUNC-TV Chapel Hill, N. C.**, to 10-6-56; **KHAD-TV Laredo, Tex.**, to 5-20-56.

Actions of April 2

KCJB-TV Minot, N. D.—Granted license for tv station and change studio location.

KMMT (TV) Austin, Minn.—Granted license for tv station and specify studio location same as trans. site.

KRDO-TV Colorado Springs, Colo.—Granted license for tv station and to change studio location.

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April 10 Decisions

ACTIONS ON MOTIONS

By Comr. E. M. Webster

Broadcast Bureau—Granted petition for extension of time to and including April 17 to file exceptions to the initial decision re am applications of Robert E. Bollinger and **KLIQ Portland, Ore.**, for cp and renewal of license. Action April 5.

R. E. Hughes, Auburndale, Fla.—Granted petition for extension of time to and including April 19 to reply to motion of **WPLA Plant City, Fla.**, to enlarge issues in am proceedings re WPLA and Hughes' application. Action April 6.

Broadcast Bureau—Granted petition for extension of time to and including April 16 to file exceptions to initial decision re am applications of Hi-Line Bcstg. Co. and The Wolf Point Bcstg. Co., Wolf Point, Mont. Action April 9.

By Hearing Examiner James D. Cunningham

Southern Empire Bcstg. Co., Pine Bluff, Ark.—Granted petition for dismissal without prejudice of its am application. Action April 3.

B. J. Parrish, Pine Bluff, Ark.; Southeastern Bcstg. System, Macon, Ga.; KNOE Monroe, La.; WDAK Columbus, Ga.—Granted petitions for leave to amend their am applications to furnish revised engineering data by each and, additionally, amendments concerning several of non-engineering phases of Parrish and Radio Columbus; several amendments submitted by petitioners are accepted and applications, as amended, are retained in hearing status. Action April 6.

By Hearing Examiner Annie Neal Huntting

Elizabethtown, Pa.—Upon informal agreement of participating parties, advanced and rescheduled for April 13 prehearing conference scheduled for April 16 re am applications of Musser Bcstg. Co., Elizabethtown. Action April 9.

By Hearing Examiner Hugh B. Hutchison

Ponce de Leon Bcstg. Co. of P. R., Mayaguez, P. R.—Granted motion of continuance of hearing in ch. 3 proceeding, Mayaguez, from April 9 to June 1. Action April 4.

By Hearing Examiner Jay A. Kyle

KITN Olympia, Wash.—Ordered prehearing conference for April 24 re am application of **KITN Olympia, Wash.** Action April 9.

April 10 Applications

Accepted for Filing

Remote Control

KTOO Henderson, Nev.; WRAW Reading, Pa.; WBIR Knoxville, Tenn.; KRUS Mexia, Tex.; KHCD Clifton, Ariz.

Renewal of License

KCCW Alliance, Neb.

Cp

WORG-FM Orangeburg, S. C.—Seeks cp to replace expired cp which authorized changes in licensed station.

License to Cover Cp

KCOR-TV San Antonio, Tex.—Seeks license to cover cp which authorized new tv.

Modification of Cp

KKTV (TV) Colorado Springs, Colo.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Oct. 26.

WTOK-TV Meridian, Miss.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 1.

KNOK-TV Grand Forks, N. D.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 1.

April 11 Decisions

By the Commission

Granted SCA

WXHR (FM) Cambridge, Mass.

Granted Modification of SCA

KITE-FM San Antonio, Tex.—Granted mod. of SCA to operate on both simplex and multiplex basis until July 1.

Granted Renewal of Licenses

KOOK Billings, Mont.; KNDC Hettinger, N. D.; KLIL Estherville, Iowa; KSTP St. Paul, Minn.; KWBY Colorado Springs, Colo.

April 11 Applications

Accepted for Filing

License to Cover Cp

WLOE-FM Leaksville, N. C.—Seeks license to cover cp, as mod., which authorized changes in licensed station.

WSNW-FM Seneca, S. C.—Seeks license to cover cp which authorized new fm station.

WAMF (FM) Amherst, Mass.—Seeks license to cover cp which authorized new educational fm station.

KPRC-TV Houston, Tex.—Seeks license to cover cp which authorized changes in facilities of existing tv.

Modification of Cp

WNAO-TV Raleigh, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 30.

KFJI-TV Klamath Falls, Ore.—Seeks mod. of cp (which authorized new tv) to extend completion date to Nov. 1.

WTHS-TV Miami, Fla.—Seeks mod. of cp (which authorized new noncommercial educational tv) to extend completion date to Nov. 11.

WTVS (TV) Detroit, Mich.—Seeks mod. of cp (which authorized new noncommercial educational tv) to extend completion date to Nov. 30.

UPCOMING

APRIL

April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.
April 16-18: Alpha Epsilon Rho, national radio-tv fraternity, national convention, Columbus, Ohio.
April 19: Harris Subcommittee Hearings, U. S. Capitol, Washington, D. C.
April 20: American Council for Better Broadcasts, annual convention, Deshler-Hilton Hotel, Columbus, Ohio.
April 20-21: Iowa Radio and Tv Newsmen's Assn., and Illinois News Broadcasters Assn., combined meeting, Fort Armstrong Hotel, Rock Island, Ill.
April 23-27: American Film Assembly, Morrison Hotel, Chicago.
April 23-28: Senate Interstate & Foreign Commerce Committee hearings on toll tv, U. S. Capitol, Washington, D. C.
April 23: RAB Clinic, Salt Lake City.
April 24: RAB Clinic, Denver.
April 25: RAB Clinic, Omaha, Neb.
April 26: RAB Clinic, Des Moines, Iowa.
April 26-29: American Women in Radio & Tv Convention, Hotel Somerset, Boston.
April 26-28: American Assn. of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
April 27: RAB Clinic, Cedar Rapids, Iowa.

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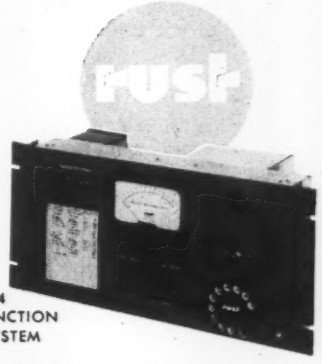

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The Sarnoff Color Plan

EXCITING things will happen at the NARTB convention in Chicago this week. Expect fighting words against stations that are letting everybody down by taking bait-switch and other objectionable accounts. Look for the proposal that offenders adhere to the code or get out.

From the FCC, sitting *en banc* as an NARTB panel, will come sage counsel and guarded words on where tv allocations are headed. There will be imposing demonstrations too, like the inauguration of WNBQ (TV), Chicago's NBC station, as the world's first all-color outlet. Eyes should pop when Ampex, in conjunction with CBS, demonstrates what is labeled the first perfected magnetic film on tape, providing instantaneous reproduction of high quality.

The biggest news, however, won't be on the agenda or in the exhibit halls. But it will permeate the convention, without benefit of formal announcement or advance billing.

It is the blitz to put color tv over in 1956. The WNBQ color debut and the color symposium at the convention for engineers only are only part of it. The big drive will be in manufacturing, to establish "circulation" for color programming. The man behind the campaign is Brig. Gen. David Sarnoff.

RCA hit its first billion dollar year in 1955. RCA-NBC already have $70 million invested in color tv.

What Gen. Sarnoff wants usually gets done. He was in the forefront of black-and-white tv. Other manufacturers held back, but then stampeded for the band-wagon. The same course of events is foreseen in color tv.

B•T, in the past few weeks, has done a lot of questioning on the color outlook. We feel justified in reporting that:

- RCA-Victor will have color sets on the market before the end of the year selling in the $500 range—probably in time for the Christmas trade. (The lowest priced color set now is $675.)
- Other manufacturers, of economic necessity, will leap into the color competition, but may have problems of design and circuitry.
- There will be an extreme shortage of color tubes by the year-end, reminiscent of the bottleneck in black-and-white in 1947-48. (RCA color picture tubes, now on production lines at Lancaster, sell for $100 each, to all comers, including RCA-Victor.)
- RCA-Victor plans to produce a minimum of 200,000 color sets this year.
- RCA shortly will make available to all manufacturers its knowledge and know-how in color production, along with its patents.
- NBC, in addition to its WNBQ inaugural, will augment network color programming, and, before the year-end will have color shows on the air every night, in addition to its daytime schedules.

That is the Sarnoff Plan and his time-table. There won't be profit in it immediately for either the manufacturers or the broadcasters. There wasn't at the outset of black-and-white either.

Why is the color manufacturing band-wagon predicted? The pattern is taken from radio. When the low-cost midget receiver came into vogue, console models and phonograph combinations lost out. Production was high but profits low on the clock and other small models. Tv entered, and the set price was high. So were the profits, once production lines started to roll.

Now in vogue is the portable black-and-white receiver, selling in the $100 range. It is the tv counterpart of the radio midget: high volume but low net return. It is reasoned that to maintain sales volume and build toward future volume and earnings, major set manufacturers perforce will follow the RCA lead into color. Just as black-and-white made many new millionaires, so is color destined to do. The laggards, unwilling to take the gamble until color begins to pay off, will suffer.

Meanwhile, the NBC drive is on among affiliates to equip for local, as well as network color. NBC's station relations people will be selling it full tilt at Chicago this week.

A year from now, it will be a new full-color television world, if Gen. Sarnoff has his way. And he usually does.

Drawn for BROADCASTING • TELECASTING by Duane McKeen
Idea submitted by Bob E. Lloyd, WGTH Hartford, Conn.

"So—what do you mean sneaking back at 3:59:30?"

The Network Enigma

FOR better or worse, telecasters have the opportunity to unburden themselves if they have complaints about the way business is being done by networks, syndicators, station representatives or government. The exhaustive nine-page confidential questionnaire sent last week by the Senate Commerce Committee to all network tv affiliates, whether primary or supplementary, vhf or uhf, provides the vehicle. Moreover, the FCC's network study staff is engaged in private consultations with groups and individuals covering much of the same ground—a development we thought was to be avoided.

Evident in the questions propounded in the Senate questionnaire is the impact of the testimony of Richard A. Moore, president-general manager of independent KTTV (TV) Los Angeles, before the Senate committee last month. He urged outlawing of option time and must-buys and condemned as illegal the "exclusive dealing" aspects of network affiliation contracts.

But the Senate questionnaire goes far beyond antitrust allegations or implications. It gets into subscription tv and to revenue breakdowns as between national and local, network and non-network, profit or loss, rate differentials between uhf and vhf and the disparities between uhf and vhf coverage. The big question: "Should the FCC have statutory authority to regulate networks?"

To us it is incomprehensible that any network-affiliated station —at this stage of tv's development—will contend that networks are not essential. Many of the responses on the degree to which time options should be permitted, or must-buys allowed, will depend upon the status of the network affiliate in relation to other stations in his market and to other markets.

What the questionnaire returns will prove is hard to fathom. Although the questionnaire is labeled "confidential," some will fear that their responses might some day rise to haunt them.

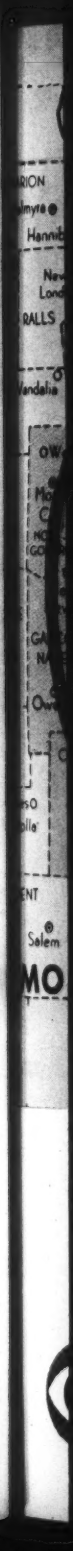
Telecasters in general will consult their lawyers. They should take each controversial question seriously. The composite of their answers might wind up in the verbiage of new laws or new regulations.

Treyz Bon

WE THINK we can speak for almost everyone connected with the business of buying or selling television advertising in addressing this thank-you note to Television Bureau of Advertising and its members. TvB has done a statesmanlike job in starting the quarterly issuance of national tv spot billings estimates.

Now that the first report has been published (see page 45 *et seq*) and the techniques of obtaining it described, we feel certain that the TvB figures will be accorded wide acceptance. There is no reason why TvB will not be recognized as the authority for spot billings information just as Publishers Information Bureau is recognized as the authority for network estimates.

TvB has earned the support of all segments of television toward the continuation of these quarterly reports.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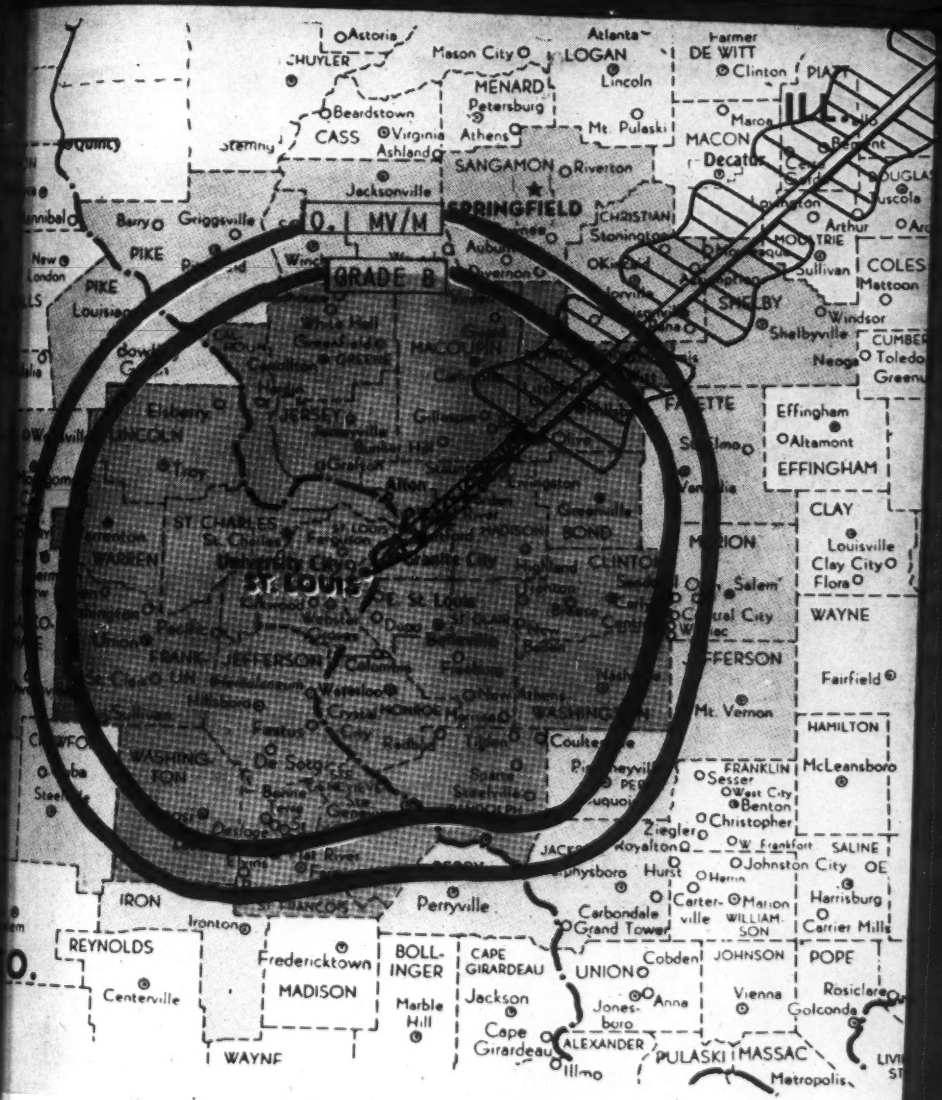

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